FEBRUARY 23, 1953

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Starts on page 75

22ND year

THE NEWSWEEKLY OF RADIO AND TV

IT WORKED '52!

WOR *worked* for more sponsors in 1952 than in any other year during its 30 year history. As a matter of fact, the *number of advertisers using WOR increased 72%* over the preceding year.

PUBLIC LIBRARY
FEB 24 1953
DETROIT

IT WORKS IN '53!

WOR's continuing success in selling virtually every type of product... in solving virtually every type of advertising problem... explains why more and more advertisers are placing their confidence in WOR.

Let us show you how WOR can work for *you* in '53.

IT WORKS!

The New York station where listeners listen and sponsors sell

key station of the MUTUAL Broadcasting System

XUM

THE GUARANTEE PLAN
That Sells The
CHICAGO MARKET

WLS—FEATURE FOODS

RADIO PROGRAM AND MERCHANDISING SERVICE

THE PROGRAM

HALF-HOUR DAILY
MONDAY THRU SATURDAY

By far the oldest Homemaker program on any Chicago station, FEATURE FOODS today is more responsive than ever before! Now in its 18th year, the program has outlived dozens of "gimmick" programs . . . because Martha Crane, the "voice of the program" visits with thousands of homemakers as one woman to another, about all the things they are mutually interested in. Loved and respected by millions of women for her practical advice and philosophy, Martha has developed a loyal, believing following of housewives throughout the Chicago Midwest.

Aiding Martha Crane on FEATURE FOODS is Jack Holden, veteran Chicago radio personality, who adds the male element to the program. Both Martha and Jack handle all commercials, weaving them informally into the basic pattern of the show.

NOW GUARANTEED GREATER EFFECTIVENESS

Every 13 weeks each participating advertiser is guaranteed:

- 600 merchandising calls on large and medium "A" stores
- 100 checks on corporate chain stores showing distribution and exposure
- 60 special displays in a group of 60 top Metropolitan Chicago Supermarts . . . with shelf extenders, stack displays, etc.
- 35 BARGAIN BAR promotions in chain and independent supers
- Demonstrations, sampling or couponing available upon request
- 3 reports on distribution, exposure, rate of sale of products—with special comments

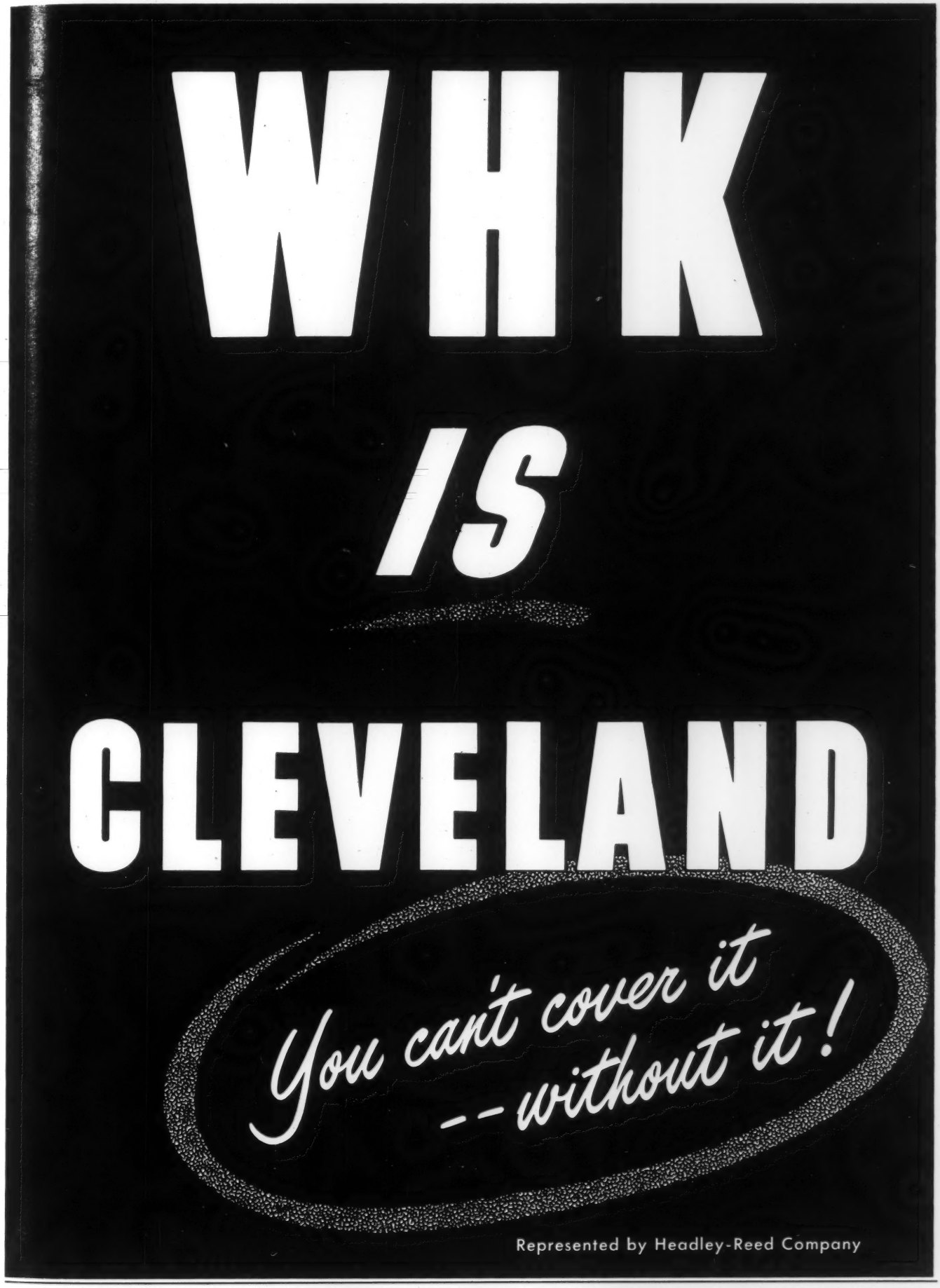
PROVIDING CONTINUOUS MERCHANDISING SERVICE TO ALL SPONSORS

SEE YOUR BLAIR MAN FOR DETAILS

CHICAGO 7
50,000 WATTS
CLEAR CHANNEL

WLS

ABC AFFILIATE
890 KILOCYCLES
JOHN BLAIR REPRESENTATION



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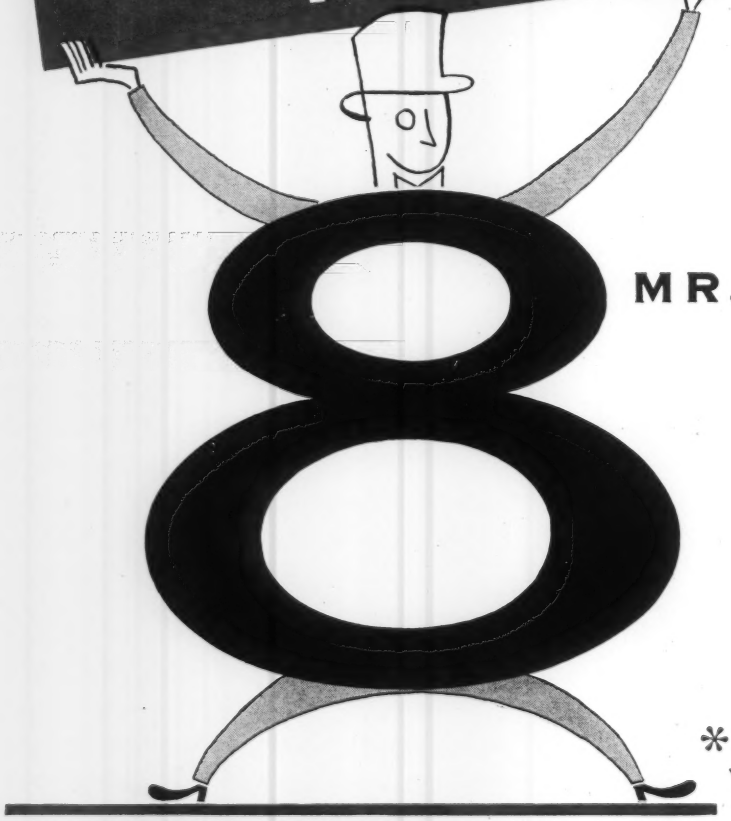
XUM

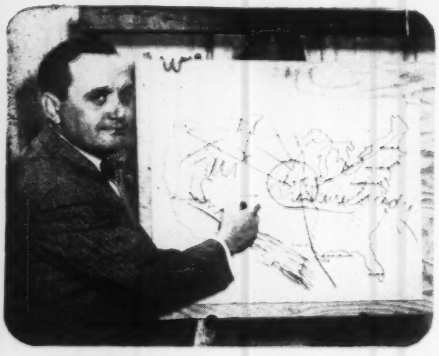
WGAL-TV
LANCASTER, PA.*



MR. CHANNEL 8

symbol of WGAL-TV's increased power, gives advertisers larger coverage, bigger audience, greater sales potential in WGAL-TV's rich Pennsylvania market area through network and locally-produced programs.

* rich market includes Harrisburg, York, Lancaster, Reading, Lebanon.



ANACIN long-time sponsor of WGAL-TV's "The Weatherman", now benefits from the new Channel 8 power increase. Many other national advertisers using **locally-produced** shows on WGAL-TV also see their profit view enlarged. Among them:

FORD	R.C.A.
BALLANTINE	NESTLE
SINCLAIR OIL	TYDOL GASOLINE
PYREX	INTERNATIONAL HARVESTER
ROPER RANGES	HAMILTON WATCH

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

WGAL
AM TV FM
A Steinman Station
Clair R. McCollough, Pres.

closed circuit

STANDARDS for "radio shorts," as station Representatives Assn. designates 8-second spots, being worked out by SRA in cooperation with its members and agency time buyers and are expected to be ready for distribution to country's radio station operators within week. In proposing industry standards for midget radio announcements, SRA is following line pursued successfully last year when it set standards for TV station identification announcements.

★ ★ ★

WHITE HOUSE expected to reach independent agency level, including FCC, on reorganization any day now. Despite "new faces" approach advocated by some GOP leaders, it looks as though Rosel H. Hyde will get chairmanship under GOP, since he has almost unanimous endorsement of industry and of most GOP stalwarts.

★ ★ ★

"BE SMART" line being used by supporters of former FCC Comr. Robert F. Jones, who espouse his appointment to FCC chairmanship. They say that Mr. Jones should be supported now for short-term (until June 30 when Walker tenure would expire) and way would be open for elevation of Vice Chairman Rosel H. Hyde, Idaho Republican, and present front-runner, to succeed Mr. Jones, who by then would have handled staff reorganization, and returned to private law practice.

★ ★ ★

WHITE HOUSE liaison on FCC (and other administrative agency) personnel, is C. F. Willis Jr., one of trouble-shooters for Assistant to President Sherman Adams. Among top names reportedly before him for two FCC vacancies (assuming Comr. Hyde's elevation to chairmanship) are: Paull Marshall, Washington attorney; Charles Garland, manager of KOOL Phoenix; Lewis Allen Weiss, Los Angeles, former Mutual and Don Lee chairman; Thad H. Brown Jr., NARTB vice president and counsel for TV; Fred Palmer, radio consultant of Columbus, Ohio.

★ ★ ★

ELIMINATE name of Ex-Congressman Albert D. Cole (R-Kan.) as prospective appointee to FCC. Now serving as director of personnel division of Republican National Committee (patronage), Mr. Cole will accept appointment as director of Federal Housing Authority. He had been urged to seek FCC appointment which he could have had hands down.

★ ★ ★

WHILE scattered information seeps out of Minnesota Mining and Crosby laboratories about progress of TV tape-recording research, there's growing interest in strictly secret development work being done by several groups under government contract at behest of Pentagon. Signs appearing that new DuPont tape base may help bring transition of movie industry from optical to magnetic film because of money savings and promise of improved fidelity.

FCC'S 9 a.m. schedule for hearings, ordered fortnight ago, isn't working out. Both its staff people and outside practitioners have argued impracticability of getting going an hour ahead of normal schedule, in view of necessity of handling mail, office routine and coaching of clients. Likely results: Return to 10 a.m. schedule, effective this week. Comr. Eugene H. Merrill had successfully fostered 9 a.m. start.

★ ★ ★

UPCOMING SOON will be naming of former Senate Democratic Leader Ernest W. McFarland as counsel for three international communications carriers—RCA, IT&T and Western Union—looking toward ultimate consolidation of external communications operations. Project, espoused by former Sen. McFarland for decade, entails lengthy preliminary planning prior to legislative action. Fusion has been advocated by government and carriers alike.

★ ★ ★

WHEN WILL James C. Hagerty, news secretary to President, name his radio-TV assistant? Apparently it's up in air, because White House staff now is bigger than its predecessor under Truman administration. One of names mentioned heretofore has been that of Col. E. M. Kirby, Army radio-TV chief and former NARTB (then NAB) public relations director. Col. Kirby expected to muster out of service within few weeks.

★ ★ ★

PREMATURE disclosure of biggest single-station sale in history—$8.5 million transfer of WPTZ (TV) Philadelphia from Philco to Westinghouse (see story page 27)—almost occurred three times in last fortnight during Portland, Ore., competitive hearing for TV Ch. 8. With Gwilym Price, Westinghouse president on stand, opposing counsel asked about Westinghouse negotiations for acquisition of TV stations and he mentioned Atlanta, Jacksonville and Philadelphia. But counsel didn't follow up. Same thing happened twice with Joe Baudino, Westinghouse Radio Stations Inc. executive v.p., on stand, but there was no follow up.

★ ★ ★

FACT THAT there's been no formal word emanating from FCC on so-called "shakedown" applications in TV, doesn't mean that effort to root out "strike application" blight has been dropped. Top FCC investigator now is in field on one case, and it reportedly has resulted in leads on others [B•T, Feb. 9]. FCC obviously won't disclose where investigator is working lest suspects drop out. But likelihood is one or more quick hearings will be called as soon as adequate evidence is in hand.

★ ★ ★

FLORIDA-INSPIRED campaign under way to hold 1954 NARTB convention at Miami Beach. C. E. Arney Jr., secretary-treasurer, has made official inspection of resort, which has large number of small hotels and auditorium suitable for exhibits.

IN THIS ISSUE

LEAD STORY

Westinghouse Radio Stations Inc. buys WPTZ (TV) Philadelphia from Philco for $8.5 million, biggest price ever paid for any station. *Page 27.*

ADVERTISERS & AGENCIES

Colgate keeps *Strike It Rich* on CBS-TV and moves *Big Payoff* to that network. Lever Bros. gives its Surf account to BBDO. *Page 28.*

Brewers begin spring buying on radio and television. *Page 29.*

General Mills reportedly has received approvals from some 20 major stations for long-range saturation spot campaign at special rates. *Page 30.*

FACTS & FIGURES

Complete post-war record of TV set shipments released by RTMA. *Page 35.*

GOVERNMENT

First share-time TV grant is made by FCC on Ch. 8 to KSBW Salinas and KMBY Monterey, former competitors. *Page 42.*

Senate investigation continues into alleged mismanagement and waste in Voice of America operations. *Page 50.*

TRADE ASSOCIATIONS

Hollis Seavey named director of Clear Channel Broadcasting Service. *Page 56.*

American Heritage Foundation commends The Advertising Council and NARTB for their part in "register and vote" campaign. *Page 59.*

STATIONS

Here's rundown of operational plans of new TV station grantees. *Page 62.*

NETWORKS

ABC, fortified with merger money, announces $2 million plan to boost its owned TV stations' power, begins scouting new programs, realigns executives. *Page 65.*

PERSONNEL RELATIONS

Screen Actors Guild strike against TV film commercials ends with settlement over "use payments." *Page 74.*

FEATURES

Miami U. survey shows politicians wasted some TV time in last campaign. *Page 77.*

The Voice of Democracy is described as one of the outstanding industry promotions in the country. *Page 78.*

How radio and television have provided push behind the March of Dimes. *Page 84.*

UPCOMING

Feb. 23-24: NCAA TV Committee meets on controlled football plan details, Chicago.

Feb. 26-27: ABC Radio and Television Affiliates Advisory Boards Meetings, New York.

Feb. 27-28: Third Annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.

March 1-3: American Public Relations Assn. Eighth Annual Conference, Mayflower Hotel, Washington.

(For other Upcomings, see page 96)

XUM

TELEVISION'S

Week

AD

M

"FA

S

Never before such exciting portrayals . . . such a galaxy of dramatic talent!

television's

EACH MAGNI

ICE

XUM

SMASH HIT!

Week after week, brilliant beyond belief...

DOLPHE MENJOU

YOUR HOST AND STAR IN

AVORITE STORY"

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identifications!

ion's greatest dramatic achievement...

AGNI ICENT STORY A COMPLETE AND CAPTIVATING HALF-HOUR DRAMA!

SOLD . . .

To SCHAEFER BEER for NEW YORK!

To TUMS for CHICAGO and ST. LOUIS!

To BLATZ BEER for MILWAUKEE!

SOLD . . .

To DREWRYS BEER for 6 MARKETS!

To OLYMPIA BREWING CO. for 6 MARKETS!

To GENESEE BREWING CO. for 5 MARKETS!

SOLD . . .

To SMITHFIELD PACKING CO. for NORFOLK!

To ZINSMASTER BAKERY CO. for MINNEAPOLIS!

To SUN DRUG COMPANY for PITTSBURGH!

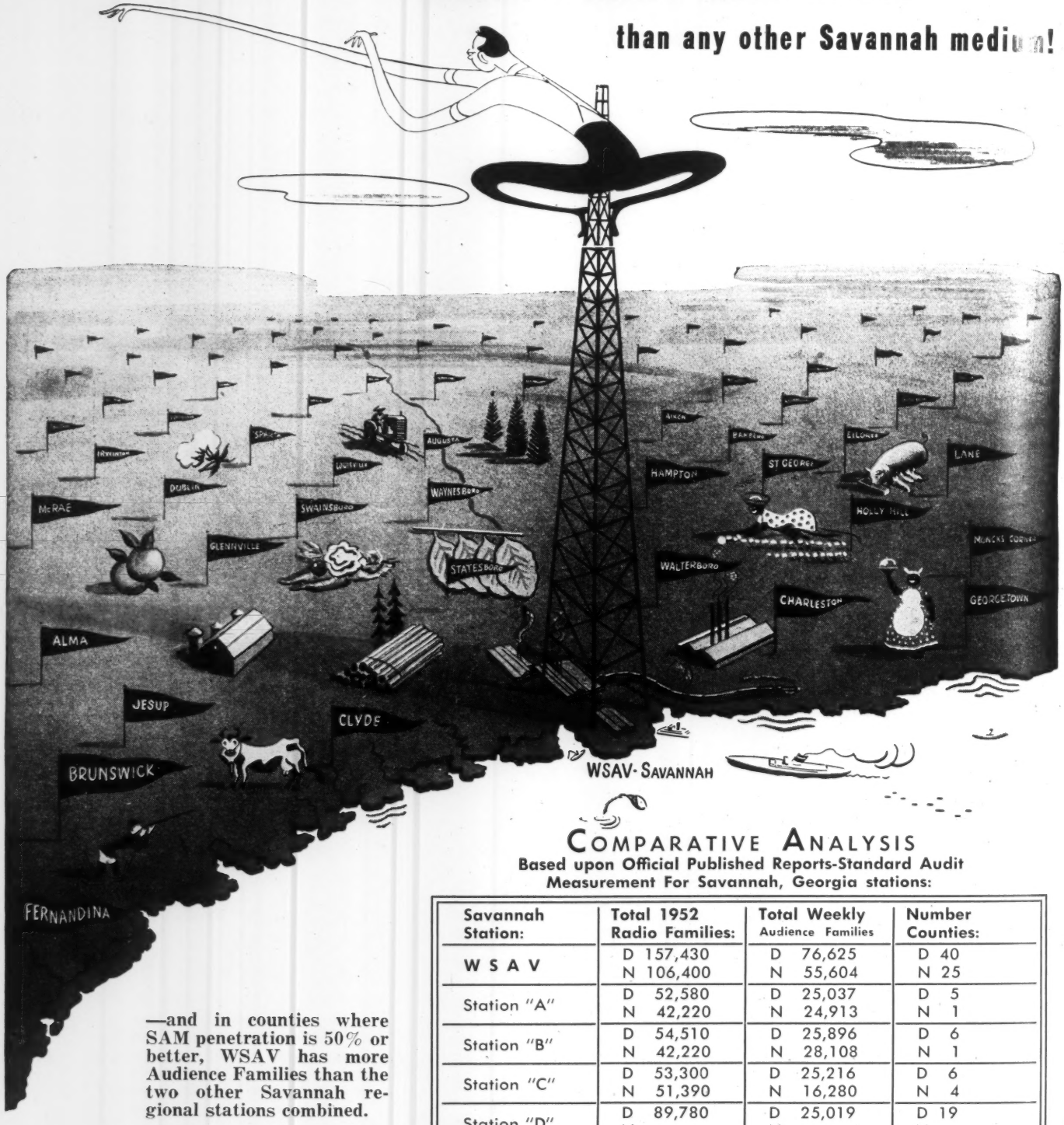
ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

XUM

WSAV reaches more homes

than any other Savannah medium!



COMPARATIVE ANALYSIS

Based upon Official Published Reports-Standard Audit Measurement For Savannah, Georgia stations:

Savannah Station:	Total 1952 Radio Families:	Total Weekly Audience Families	Number Counties:
WSAV	D 157,430 N 106,400	D 76,625 N 55,604	D 40 N 25
Station "A"	D 52,580 N 42,220	D 25,037 N 24,913	D 5 N 1
Station "B"	D 54,510 N 42,220	D 25,896 N 28,108	D 6 N 1
Station "C"	D 53,300 N 51,390	D 25,216 N 16,280	D 6 N 4
Station "D"	D 89,780 N	D 25,019 N	D 19 N
Station "E"	D 97,500 N 92,020	D 59,954 N 50,050	D 22 N 21

Average Daily Circulation (ABC Reports):

Savannah Newspaper "M"—48,567	Savannah Newspaper "E"—24,499

—and in counties where SAM penetration is 50% or better, WSAV has more Audience Families than the two other Savannah regional stations combined.

ASK YOUR BLAIR MAN TO SHOW YOU THE COMPLETE SAM REPORT

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

XUM

at deadline

ABC Realigns Programs; Advisory Group Meets Feb. 27

NEW MOVES in its rejuvenation program under new ownership by American Broadcasting-Paramount Theatres (also see story page 65) being announced today (Monday) highlighted by realignment of Saturday-Sunday-Monday radio evening programs to make music and news predominant.

On each of those nights starting March 14, name star will preside over two hours of varied musical programming: Singer Margaret Whiting on Saturdays, 8-10 p.m.; actor Burgess Meredith on Sundays, 7-9 p.m. plus his *Adventurer* program, 9-30-10.; opera star Jan Peerce on Mondays, 8:30-10 p.m. including *Metropolitan Opera Auditions on the Air*. News programs and summaries will be integrated in and around musical shows in new music-news format, which Charles T. Ayres, vice president in charge of radio network, said makes "the best possible use of one of radio's strongest potentials."

Plans for meeting of ABC radio stations advisory group in New York on Feb. 27 [B•T, Feb. 16], first since merger of ABC and United Paramount Theatres, also being announced, with stations group slated to get first official details of ABC hopes and plans under merged ownership at that time. Date for similar session of network officials and TV stations advisory board, originally set for March 26, was uncertain late Friday but was expected to be scheduled in early March.

IKE GREETS VOD WINNERS

BATTERY of television newsreel cameras caught President Eisenhower Friday afternoon during quarter-hour session with four young winners of Voice of Democracy contest (story page 44, feature article page 79). Movie and still photographers also filmed proceedings as contest winners gave President gifts and plaque. Robert K. Richards, chairman of VOD committee and NARTB administrative vice president, presented students to President.

CBS Plans Multiple Sponsor Weekend Sales Plan

CBS RADIO working on new multiple-sponsor weekend sales plan, combining features of its "power plan" and its "checkerboard." Subject to change if any programs involved are sold in meantime, tentative blueprint calls for two quarter-hour, one ten-minute and two five-minute news shows, all on Saturday and Sunday, to be made available for three advertisers, each of which would get one spot on each quarter-hour program and have one five-minute segment of others to itself, on rotating basis. Tentative program lineup: Saturdays, Larry Leseuer, 6:45-7 p.m., and Edward P. Morgan, 10:30-35 p.m.; Sundays, Bill Costello, 12:45-1 p.m.; Mr. Leseuer, 5:45-55 p.m., and Mr. Morgan, 10:30-35 p.m.

Commerce Committee Probes FCC Problems

HOUSE Commerce Committee spent full day Friday quizzing FCC Chairman Paul A. Walker, with questions running gamut from why fees could not be charged by Commission to one member's implication that Commission should refuse TV permits to newspapers, motion picture interests and even to radio broadcasters "in the interest of diversification of the media of mass communication."

Flanked by all members of Commission, except Comrs. Rosel H. Hyde and Frieda B. Hennock, and with top staff executives in attendance, Chairman Walker read 41-page statement describing problems of FCC (mainly blamed on lack of personnel) then answered questions for remainder of day. Session was adjourned, to be resumed "sometime in the near future," according to Chairman Rep. Charles A. Wolverton (R-N. J.).

Highlights of day's testimony follow:

- Commission will ask Congress to amend McFarland Act to require 30 days action on protests to grants, instead of 15 days now.
- Most worrisome question at present regarding McFarland Act provision permitting "parties in interest" to protest is definition of party in interest.
- Study of Chain Broadcasting Rules is contemplated by Commission, which has asked for special funds to set up task force in 1954 budget request.
- Speed up in TV hearing cases hoped for with revision of procedures [B•T, Feb. 9], but Mr. Walker said prospects for actual expediting on "gloomy side."
- Explanation of what happens June 2 when one-year ban on amendments to allocation plan runs out satisfied number of Congressmen who apparently were informed ungranted TV educational reserved channels would be "destarred" automatically then. Mr. Walker said Commission has not made up mind whether to extend ban, modify it or permit applications to be filed for changes.
- Strong recommendation that Commission set policy on "diversification" urged by Rep. William L. Springer (R-Ill.), who suggested FCC should deny TV grants to broadcasters because radio and TV are "competitive." He also implied same prohibition should apply to motion picture interests and newspaper groups.
- Subject of "strike" application [B•T, Feb. 9] found Mr. Walker pointing out that Commission could act only if it had evidence of false filing, but that FCC would need investigation staff to run down allegations. He admitted that Commission was looking into one reputed shakedown case, but did not identify the applicant.
- Commission was asked to supply House Commerce Committee with recommendations on changes in Sec. 315 (see earlier story on page 52).

• BUSINESS BRIEFLY

SATURATION SPOTS • Instant Maxwell House Coffee, through Benton & Bowles, N. Y., placing radio saturation spot campaign using chain breaks and minutes each day starting March 16 for 2½ weeks in several markets.

MANHATTAN SOAP CAMPAIGN • Manhattan Soap Co., N. Y. (Blue White flakes), through Scheideler, Beck & Werner, N. Y., placing radio campaign to start March 30. Agency lining up daytime minutes, chain breaks, five, ten and fifteen-minute programs.

PEN FIRM DRIVE • Paper-Mate Eastern (Paper-Mate pens), through Erwin, Wasey & Co., N. Y., preparing radio-TV spot announcement campaign in 15 eastern markets effective March 2 for 17 weeks.

COHEN TO BE NAMED • Protam Corp., N. Y., mail-order products, expected to name Harry B. Cohen Adv., N. Y., as agency. Dowd, Redfield & Johnstone, N. Y., has been handling account.

NEW MARKET FOR ZEST • Procter & Gamble, Cincinnati, for Zest (bar detergent), through Benton & Bowles, N. Y., adding another market, Austin, to radio spot campaign test area.

FRENCH ANNOUNCEMENT • French Chamber of Commerce of U. S. Inc. to start special six-week campaign March 9 announcing Paris International Trade Fair in May. Radio will be used in 14 cities. Agency: Hicks & Greist, N. Y.

CADILLAC ON NETWORK • Cadillac Div. of General Motors, in first use of network radio in 16 years, signs for sponsorship of *Cadillac Choral Concert* on CBS Radio, Sun., 5:30-45 p.m., starting March 15. Program will present orchestra and chorus under direction of Dr. Frank Black. Agency: MacManus, John & Adams, Detroit.

WEIDEMANN BUYS ZIV • Weidemann Breweries, Newport, Ky., has bought Ziv TV program *Favorite Story*, for Cincinnati, Dayton and Columbus, increasing total markets on show to 68.

TV Group To Report

SELECTION of subcommittee to map proposed program for new NARTB TV Information Committee reported Friday, following day-long session of full committee in New York Thursday. Subcommittee, due to meet within next month and submit recommendations to Harold E. Fellows, NARTB president and chairman of committee, composed of Richard A. Borel, director of WBNS-TV Columbus, and public relations executives of four TV networks: Edward D. Madden, NBC; John Pacey, ABC; David Jacobson, CBS-TV, and Gerald Lyons, DuMont. Group assigned to pool ideas on such questions as positive approach to show TV's contributions to culture, education and entertainment, and to counteract charges that TV is overrun with crime and violence and lacks on educational programming.

XUM

You get top TV ratings plus top TV merchandising on KEYL

at deadline

Late Friday FCC Actions

FCC Friday reported following TV grants:

KTNT-TV Tacoma, Wash., special temporary authorization for commercial operation, Ch. 11, Feb. 21-Aug. 10; KFDX-TV Wichita Falls, STA commercial operation, Ch. 3, Feb. 18-Aug. 17; KWFT-TV Wichita Falls, STA transmitter output 5 kw visual, 2.7 kw aural, Ch. 6, March 1-Sept. 1; KLAC-TV Los Angeles, change effective radiated power to 31 kw visual, 15.5 kw aural, Ch. 13; KNBH (TV) Los Angeles, change ERP to 47 kw visual, 23.5 kw aural, Ch. 4; KNXT (TV) Hollywood, change ERP to 54 kw visual, 27 aural, antenna height above average terrain, 2,900 ft.; WJIM-TV Lansing, Mich., change ERP to 100 kw visual, 50 kw aural, Ch. 6, antenna 440 ft.; KIMA-TV Yakima, Wash., change ERP to 10.5 kw visual, 5.3 kw aural, Ch. 23, antenna 960 ft.; WBEN-TV Buffalo, change ERP to 91 kw visual, 51 kw aural, Ch. 4, antenna 400 ft.; KCSJ-TV Pueblo, Col., change ERP to 17.5 kw visual, 10.5 kw aural, Ch. 5, antenna 400 ft.; KDZA-TV Pueblo, Col., change ERP to 16.5 kw visual, 8.3 kw aural, Ch. 3, antenna 270 ft.

New Applications

Six new applications filed with FCC late last week, including two requests for non-commercial educational channels at Atlanta, Ga., and Oklahoma City. Late applications:

EL DORADO, Ark.—Southern Arkansas Television Co., vhf Ch. 10; ERP 2.8 kw visual, antenna height above average terrain 253 ft. Construction cost $95,000, first year operating cost $93,000, revenue $100,000. Applicant is licensee of **KVMA Magnolia.**

LOS ANGELES, Calif.—KFWB Bcstg. Corp. (KFWB), uhf Ch. 34, ERP 90 kw visual, antenna 2,951 ft. Construction $359,341, operating $650,000, revenue $723,000. Principals include President **Harry Maizlish** (51%), general manager KFWB; **The Lansing Foundation,** New York (29%); **Winfield Baird Foundation,** N. Y. (20%).

ATLANTA, Ga.—Board of Education of City of Atlanta, uhf Ch. *30, ERP 60.4 kw visual, antenna 697 ft.

DETROIT, Mich.—UAW-CIO Bcstg. Corp. of Michigan, uhf Ch. 62, ERP 200 kw visual, antenna 684 ft.

MENOMINEE, Mich.—Green Bay Bcstg. Co. (WDUZ), vhf Ch. 11, ERP 13.1 kw visual, antenna 178 ft.

OKLAHOMA CITY, Okla.—Oklahoma State Regents for Higher Education, vhf Ch. *13, ERP 316 kw visual, 1,045 ft.

Interference Rule Comments

Comments received by FCC Friday from CBS and RTMA on Commission's proposed rules to restrict interference to TV reception on vhf Chs. 4 and 5 from nonbroadcast fixed stations operating in 72-76 mc band [B•T, Oct. 20, Sept. 8, 1952]. CBS offered more specific counter-proposal. RTMA submitted detailed technical report on receiver sensitivity and alternative methods of interference measurement. KSL-TV Salt Lake City asked FCC for additional time to file respecting local interference from fixed stations.

Zenith Petition Filed

Zenith Radio Corp. late Friday petitioned FCC to reconsider order dismissing Zenith application for TV Ch. 2 in Chicago, issued concurrent with approval of ABC and United Paramount Theatres Merger (see early story page 65).

KXLY Protest Dismissed

Protest of KXLY Spokane against grant to KGAL Lebanon, Ore., of change from 1 kw daytime on 930 kc to 1 kw fulltime on 920 kc, dismissed by FCC. In opinion issued Friday, Commission found KXLY airs insufficient "unique" programs to entitle it to protection from KGAL interference beyond normally protected contour.

TV BOOSTS MUSEUM

TELEVISION is credited with increasing attendance at Chicago Natural History Museum 18.5%. Live TV spots aired by WNBQ (TV) Chicago received credit for increase, according to Christine Tardy, museum public relations director. "We find the live breaks an excellent method of stimulating interest," she said. Boost was recorded for four-month period over same time last year.

FCDA Asks Manufacturers To Build Low-Cost Sets

SMALL low-cost AM radio set will be developed by members of Radio-Television Mfrs. Assn. in cooperation with Federal Civil Defense Adm. Receiver will be of "family protection" type enabling public to receive civil defense information despite power failures and other handicaps.

Manufacturers were asked by FCDA to show Conelrad plan emergency settings via suitable markings on AM radio dials. FCDA will encourage public to buy AM receivers and portable battery sets. Frequencies 640 kc and 1240 kc are utilized in Conelrad plan, which goes into formal operation this spring.

KFMB Sales Signing

PRINCIPALS in $3.15 million sale of KFMB-AM-FM-TV San Diego, Calif., were to meet in New York over past weekend to execute formal papers for filing with FCC for its approval [B•T, Feb. 2]. Seller is John A. Kennedy, buyers are J. D. Wrather Jr. and Helen M. Alvarez, owners of KOTV (TV) Tulsa. Transfer application to be filed at FCC this week, according to Leonard Marks, Washington radio counsel.

KVTV (TV) CBS-TV Affiliate

KVTV (TV) Sioux City, Iowa, will become CBS-TV affiliate starting March 29, B•T has been informed by Robert R. Tichenor, of Cowles Broadcasting Co. Mr. Tichenor said story in Feb. 16 B•T, based on CBS announcement, in error. This story indicated KVTV was to join CBS April 1 as primary, supplementary noninterconnected affiliate. KVTV is assigned to vhf Ch. 9.

WMBR-AM-TV to CBS Spot

WMBR-AM-TV Jacksonville named CBS Spot Sales and CBS-TV Spot Sales as national sales representatives, effective March 1. Appointments follow transfer of stations to *Washington Post*, majority (55%) owner of WTOP-AM-TV Washington (CBS is 45% owner) also represented by CBS Radio and TV Spot Sales divisions. WBBM-TV Chicago, newly acquired by CBS, expected to name CBS-TV Spot Sales shortly.

Canada Drops Listener Fee

CANADA'S annual $2.50 radio listener license abolished in pre-election budget announced at Ottawa late last week. Canadian Broadcasting Corp. will receive $12 million annually, replacing license fee revenues and annual grant from present 15% excise tax on radio and television sets.

PEOPLE

THREE vice presidents of Ruthrauff & Ryan elected to board of directors: **F. M. SCHWEMMER,** with R&R in N. Y. since 1946; **C. L. SMITH,** since 1940, and **HAAKON GROSETH,** with Chicago office since 1939.

Appointment of **ARTHUR GROSS** as manager of advertising and publicity department of Guild Films Inc., N. Y., in connection with all-out exploitation campaign of Guild's series of 117 26-minute films featuring Pianist Liberace, was announced by President Reub Kaufman last week. Series has already been purchased for showing in 11 cities. Mr. Gross has been associated with Smallen-Ross Adv., N. Y., and Skouras Theatres Corp. in promotion and managerial capacities.

FOUR men added to Chicago staff of Calkins & Holden, Carlock, McClinton & Smith. They are: **JAMES EHRILICHER,** former public relations director of City of Chicago, who will head public relations for agency office; **WAYNE FICKINGER,** advertising manager of Sears, Roebuck, to writing staff; **ROY KOSINSKI,** Mall Tool Co., who will supervise production, and **RICHARD BEHERENDS,** Raymond Loewy Organization, who becomes art director.

GEORGE B. ADKISSON, formerly with Chicago office of Henry I. Christal Co., station representation firm, and before that with KSTP St. Paul and other stations, to Chicago office of Free & Peters, station representatives, as radio account executive, effective tomorrow (Tues.).

Sarnoff Gets Medallion

BRIG. GEN. DAVID SARNOFF, RCA board chairman, among seven leaders in communications and amusement fields receiving "Brotherhood" medallions for promoting understanding among Protestants, Roman Catholics and Jews at dinner of National Conference of Christians & Jews in New York late last week. Others honored: Jack R. Howard, Scripps-Howard Newspapers; Spyros P. Skouras, 20th Century-Fox Film Corp.; William Randolph Hearst Jr., Hearst Corp.; John Golden, theatrical producer; Walter D. Fuller, Curtis Pub. Co., and star Danny Kaye.

WAKR-TV Buys Theatre

WAKR-TV Akron, Ohio, has bought Copley Theatre, that city, and will start at once to convert it into $500,000 television center, according to S. Bernard Berk, WAKR-AM-TV president.

KXLY-TV's Debut In Spokane

KXLY-TV Spokane, Wash., was to go on air officially at 3 o'clock yesterday (Sunday) afternoon following program and equipment tests, according to Ed Craney, general manager and operating partner of station.

Harkins Buys DuMont

NEWLY granted Ch. 12 TV outlet of Harkins Broadcasting Co., licensee of KTYL Mesa, Ariz., plans April 15 commencement using all DuMont equipment, Red Harkins reported Friday. Mr. Harkins filed his own application, he said, at total cost of $30.

B • T Receives Citation

CITATION "for emphasizing the value to radio and TV stations of the important listener and audience interest and advertising potential of the 2½ million U. S. employes" awarded BROADCASTING • TELECASTING Feb. 20 by *Government Standard*, national weekly newspaper of American Federation of Government Employes (AFL). Series of citations to radio stations and press announced Friday during WTTG (TV) Washington *Your Government and Mine* TV program.

BLOOD OUT OF A TURNIP!

That's getting more than is expected —True WBBW is not first with the most listeners in Youngstown, at all times. But then considering the cost involved—they shouldn't be. In spite of this fact WBBW IS FIRST part of the time and NEVER LESS THAN SECOND. First or second it delivers the lowest cost per thousand.

	WBBW ABC	STATION B	STATION C
Mon thru Fri 8 A.M.-Noon	26.1	40.9	17.3
Mon thru Fri Noon-6 P.M.	26.3	43.4	18.4
Sunday Noon-6 P.M.	26.7	20.7	25.6
Satuday 8 A.M.-6 P.M.	30.0	28.2	19.2
Sun thru Sat Eve. 6 P.M.-10:30 P.M.	21.3	47.1	20.2

(Hooper Radio Audience Index—Nov. Dec. 1952)

Modestly—We deliver more for the money than can be expected.

Serving Ohio's third largest market.

WBBW

ABC IN YOUNGSTOWN, OHIO

REPRESENTED BY FORJOE

index

BROADCASTING* TELECASTING*

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

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Sol Taishoff, *Editor and Publisher*

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BUREAUS

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444 Madison Ave., Zone 22, PLaza 5-8355.
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BUSINESS: S. J. Paul, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

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William H. Shaw, *Midwest Advertising Representative.*
Jane Pinkerton, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg, U.S. Patent Office

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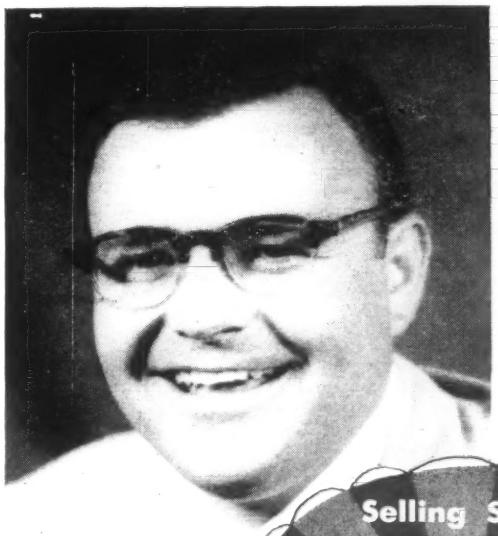


Here's the guy people buy from in Memphis

One of the truly great radio personalities in Memphis is Aubry Guy.

Heard daily over WMC from 7:00 to 8:00 A.M., his bright chatter, and selected popular recordings make it the top morning show in Memphis.

For 15 years, Aubry Guy has been synonymous with "sell" in Memphis.

Today his style is paying off bigger than ever before.

Selling Southern Style
DIXIE Merry-Go-Round
featuring
Aubry Guy
Memphis' leading disc jockey
7:00-8:00 A.M. Daily

Reprinted from the December 10, 1952, issue of the Memphis Commercial Appeal.

WMC TO BROADCAST SERVICE INTERVIEWS

Far East Sailors Will Talk To Relatives

MERRY-GO-ROUND SHOW

Aubrey Guy of WMC, WMCF and WMCT, The Commercial Appeal stations, will report on his visit to Pearl Harbor on Dixie Merry-Go-Round at 7 this morning on WMC.

Tomorrow morning on the same program Mr. Guy will discuss his trip to Wake Island, whose commander at the time it was attacked by the Japanese was Rear Admr Winfield Scott Cunningham (U. S. Navy retired) of Memphis.

Mr. Guy

Mr. Guy is making the trip with George Sis[illegible], report[illegible] Appeal.

During the Christmas holidays just past, Aubry Guy went to Korea.

There, he made hundreds of recorded interviews with Memphis and Mid-South servicemen.

He sent these recorded interviews back to play for the families of these servicemen throughout the Mid-South area, direct on his morning broadcasts.

Merchandising features like this keep Aubry Guy and the Dixie Merry-Go-Round on top of the news, and in tune with the vast audience the program enjoys.

If you have something to sell in Memphis, Aubry Guy is the "guy" to do the job.

WMC MEMPHIS

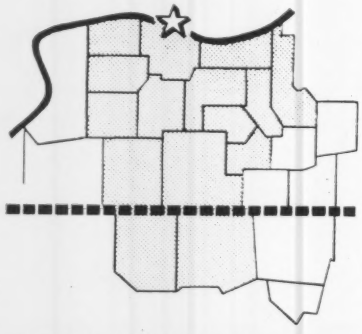
NBC 5,000 WATTS 790 K.C.
National representatives, The Branham Company
WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal

For complete details as to availabilities on the Dixie Merry-Go-Round, contact your nearest Branham Office or write, wire or 'phone Earl Moreland, WMC, Memphis.

99.8%

DOMINATION OF 16-COUNTY AREA

WHAM ROCHESTER, N. Y.



MORE LISTENERS ALL THE TIME *

For over 25 years, time buyers have found that whatever their sales goal in Western New York, WHAM consistently outshines the competition. And for good reason! WHAM dominates 16 Western New York-Northern Pennsylvania Counties. The latest area PULSE proves again that WHAM alone with 99.8% listener preference can do your selling job to more people than any of the 24 radio stations in the area.

Call the Hollingbery Representative for Complete Details.

* *Pulse (Oct.-Nov. '52) interviewed 6200 homes in WHAM-land. Out of 552 measured quarter-hour broadcast periods, WHAM was FIRST in 551. Truly overwhelming coverage and listener preference!*

WHAM

ROCHESTER RADIO CITY
"The Stromberg-Carlson Station"
AM-FM-TV ★ NBC Affiliate
Geo. P. Hollingbery, Co., *Nat'l Rep.*

MR. PEEPERS

Sun. 7:30-8 p.m. on NBC-TV.
Sponsor: Reynolds Metals Co.
Agency: Russel M. Seeds Co.
Producer: Fred Coe.
Director: Hal Keith.
Writers: Jim Fritzell, Everett Greenbaum.
Musical Director: Bernie Green.
Cast: Wally Cox, Marion Lorne, Tony Randall, Patricia Benoit, Ernest Truex.

ORIGINALLY brought to television as a summer replacement, then elbowed off the air by the more assertive crowd of "regular" programs returning in the fall, and finally restored to the NBC-TV program schedule at the insistence of its comparatively small but enormously loyal audience, *Mr. Peepers* could be commended for its durability alone.

Happily, it has other merits, more, indeed, than any other comedy of its kind. It is made of flimsy stuff—gentle satire and sentimentalism in its nicest sense—which would disintegrate if handled clumsily. As managed by the skillful hands of the writers, production men and cast who have been assembled here, the material is carefully shaped into as pleasant a half hour as can be found on anybody's picture tube.

These observations were generally made by critics at the time of the show's original appearance and again when it returned to the air by popular demand. They seem the more valid now, after it has run through a full test against the opposition of "regular" programming. *Mr. Peepers*, it may be said with certainty, has achieved that most difficult of assignments, maintaining a freshness of approach and a subtlety of presentation week after week. It is a television classic.

The Personable Cox

Mr. Peepers would not, of course, be the appealing show it is without the delicate personality of Wally Cox in the title role. His part is rooted in a theatrical stereotype, the teacher who is long on learning but short on knowledge of worldly goings-on. Mr. Cox, however, has left the stereotype for lesser talents to play. His teacher is a complex and full-dimensional person, combining shyness and tenacity, naivete and sophistication, certainty and uncertainty. He is a very human being.

Mr. Cox's skilled characterization was the principal support on which the series was built in its earlier stages. It is a tribute to the imaginativeness of the creators of this show that it now has been given additional support from other characters almost as finely drawn and almost as cleverly played as Mr. Peepers.

Chief among these are Mrs. Gurney, the addled English teacher, and Harvey Weskit, a male member of the faculty, both performed impeccably by Marion Lorne and Tony Randall, respectively.

Weskit, who pretends to the cosmopolitanism that Peepers lacks, is a natural running mate for Peepers. Mrs. Gurney provides a fluttery and effuse off-beat to Mr. Peepers' low-key behaviour and Weskit's faltering attempts to be the man-about-town. A fourth character, the school nurse, with whom Peepers carries on one of the most subdued love affairs of theatrical history, brings still another personality to the show, a quiet, warm and somehow attractive plainness.

The addition of other important parts to assist the central character has guaranteed even greater longevity to *Mr. Peepers*. Mr. Cox and company seem destined to be around forever, and as far as this reviewer is concerned that run will be all too short.

SEE IT NOW

Sun. 6:30-7 p.m. on CBS-TV.
Sponsor: Aluminum Co. of America.
Agency: Fuller & Smith & Ross.
Co-producers: Edward R. Murrow and Fred Friendly.
Director; Don Hewitt.
Editor: Edward R. Murrow.

WHILE Edward R. Murrow's experiment Feb. 15 in televising a session of the Arkansas House of Representatives may not have set any new highs in public entertainment, it undoubtedly did the thing that Mr. Murrow intended.

It established the fact that television, at least the Murrow brand, can bring to the people the deliberations of a legislative body without interfering in any way with those deliberations. It also gave a nationwide audience a large-as-life character study of duly elected representatives of the people at work.

In this case the "work" was a floor debate on a resolution to investigate Erskine Caldwell's controversial play, *Tragic Ground*, which had moved to that state after being chased out of Tennessee by the "law".

Gamut of Lawmakers

Since the debate was supposed to be unstaged it is presumed that Mr. Murrow had no hand in picking the legislators who took part. But no carefully selected cast of character actors could have played a more widely diversified cross-section of typical lawmakers. There was the earnest public servant doing his best, according to his convictions, to protect the people of the sovereign state of Arkansas from immoral influences. There was a southern orator of the old school. And there was a speaker who gave as good an interpretation of a ward heeler as you could find on any Broadway stage.

The resolution to appoint a commission to see the play and report back was defeated. Presumably *Tragic Ground* is still playing to capacity crowds just across the river from Memphis.

Electric Voting

One incidental bit of public education on a national scale was the practical demonstration of the Arkansas Assembly's electric vote tabulater which made possible the calculation of the total in seconds after the vote was taken. Memories of the televised proceedings of the interminable voting at the recent national conventions are in sharp contrast.

Altogether there can be no doubt that CBS' "distinguished analyst" did the nation a good turn. The short statement he made at the conclusion of the program summarizes the event in typical concise Murrow fashion.

He said:

"While our cameras were in the House of Representatives (in Arkansas), action was taken on 39 bills. There were no complaints about the lights, about the cameras, about the cables, no complaints of interference in the ordinary processes of the House of Representatives.

"Perhaps you do not care about Mr. Caldwell's play. Neither do we, but each week important action is being taken on important matters in the House and in the Senate in Washington. We rather believe that if it can be done in Arkansas, perhaps this type of reporting can also be done from the House and from the Senate in Washington."

FOR CIVIC service, Burt McMurtrie (r) KMO Tacoma commentator, receives plaque of appreciation from Evert Landon (l), president, Tacoma Chamber of Commerce, and Major John H. Anderson.

TWELVE hours weekly for 52 weeks is king-size contract Woodland Merchants Assn. signs with WSRS Cleveland. L to r: Samuel R. Sague, WSRS pres.; Hyman J. Kaye, pres., Woodland; Willard L. Dougherty, asst. sales mgr., WSRS.

OWL Drug Co., L. A., spends $42,000 for 3,120 five-minute slots on KMPC Hollywood, with details supervised by (l to r) seated, Robert Benveniste, adv.-sales prom. mgr., Owl Drug; H. C. Bender, Owl pres.; standing, Bernard Weinberg, pres., Milton Weinberg agency, and Stanley Spero, KMPC salesman.

PAUL SHUMATE, (seated), is welcomed to WKRC-AM-FM-TV Cincinnati as prog. dir. by (l to r) Robert Huber, TV prod. dir.; Byron Taggart assist. prog. dir., WKRC; Helen Nugent, assist. prog. dir., WKRC-FM.

public service builds public acceptance!

21 years ago, the Cherry & Webb Broadcasting Company began building a 100-watt, share-time, local station into a vigorous 5,000-watt, full-time, regional WPRO—pledged to better serving the public interest, convenience and necessity of the people of southeastern New England. Proof that WPRO has been mindful of its public trust may be found in files crammed with unsolicited letters of appreciation from scores of civic, religious, educational, governmental, health and charitable organizations. WPRO—programmed to entertain and inform—maintains its pledge to continued public service.

one of the reasons why . . .

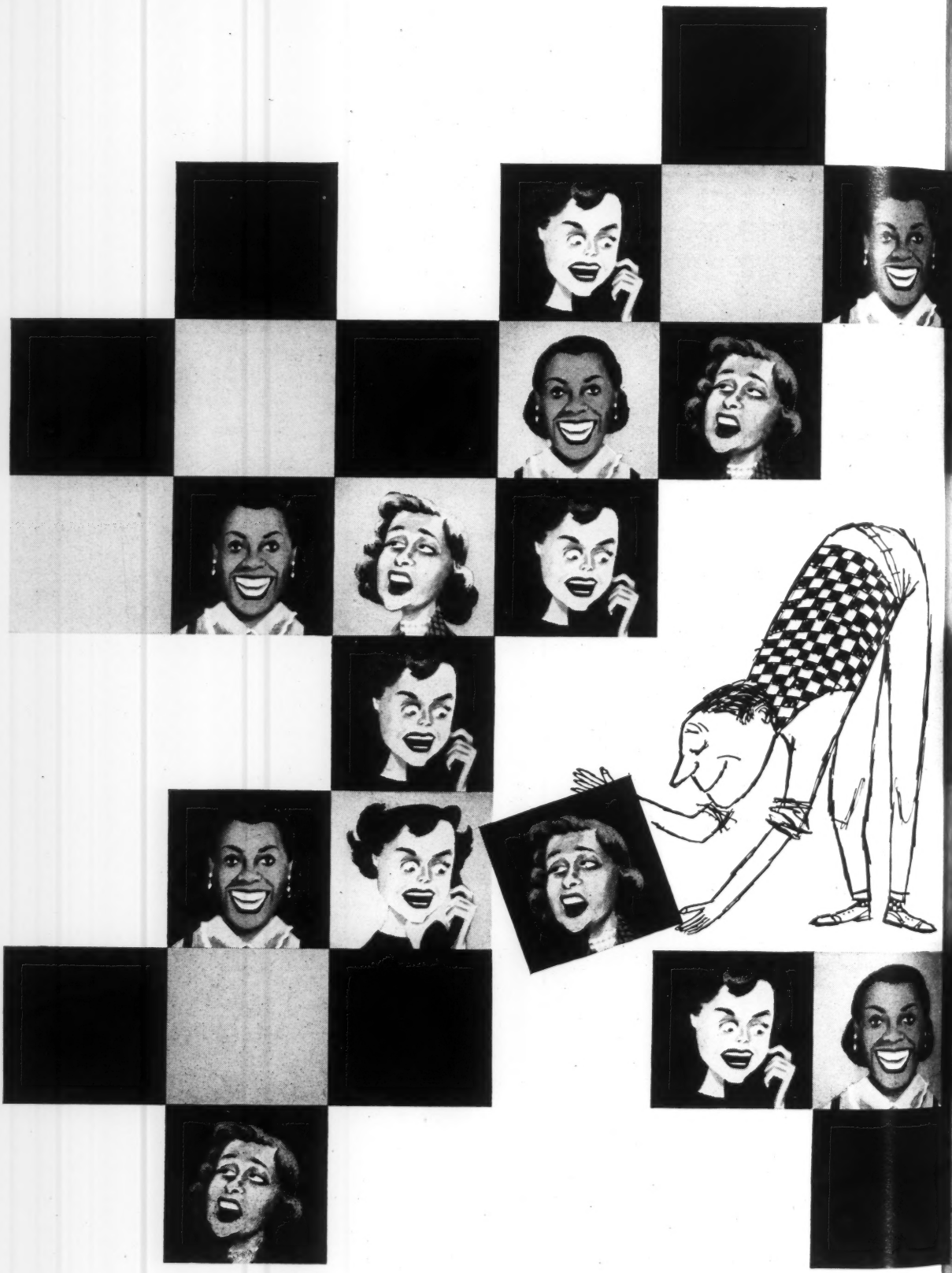
more New Englanders listen to

PROVIDENCE

than any other Rhode Island station

CBS RADIO • 5000 W • 630 KC • AM & FM
Represented by RAYMER

XUM



Pick your own time-and-program pattern—
and build your audience turnover

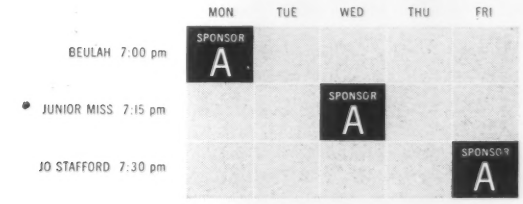
Checkerboard

CBS Radio introduces a new pattern of sponsorship—a way to reach nighttime listeners at a *daytime* cost-per-thousand. It works like this:

TAKE THREE TIME SLOTS—three quarter-hours of the early evening—ideal for listening:
(7:00 to 7:45 EST, Monday through Friday.)

TAKE THREE STAR ATTRACTIONS—three of radio's most popular nighttime programs:
Beulah, Junior Miss, and Jo Stafford.

NOW STAGGER YOUR USE OF THESE SHOWS—for example:



CHECKERBOARD spans a wide range of listening tastes and the varied routines of early evening. A sponsor using the plan attracts more *different listeners.* It offers a new freedom to work out time and program combinations best suited to an advertiser's needs.

Here is audience-building strategy as sure of success as Beulah's throaty wisdom...the charm of Junior Miss (in a new party-dress format)...the delight of a Jo Stafford song.

With its "Power Plan" now completely sold, CBS Radio's CHECKERBOARD is a new use of radio's flexibility to take advertising into more and more homes.

THE CBS RADIO NETWORK

XUM

MerCHAINdising
GETS RESULTS!

WGAR PLAN IS EFFECTIVE

22% gain for BAB-O

says D. J. Horgan
District Sales Mgr.
B. T. Babbitt, Inc.

"We delayed writing until after we made a final check on results. According to our figures we showed a gain of approximately 22% during the weeks this sale was in progress."

D. J. Horgan

LISTENERS RESPOND TO WGAR MerCHAINdising!

Sales increases are reported on products ranging from soaps to cereals, from desserts and drinks to dog food!

- 7-Up
- Leisy's Beer
- Creamettes
- Super Suds
- Corn-fetti
- FAB
- Rival Dog Food
- G. Wash. Coffee
- Durkee Marg.
- Mazola
- Junket
- Cheer
- Coca-Cola
- Crackin' Good
- Peter Paul
- POC Beer

With MerCHAINdising you contract for WGAR's effective selling, plus tie-in displays in 191 outlets of two leading national chains. Send for "MerCHAINdising In Action!"

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at 655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

our respects

to BEN LUDY

A MAILING campaign, trademarked by the gadget with a message, has kept the coy glances of agency timebuyers turned for nearly 16 years toward a Kansas radio station and its entertaining general manager.

Master of these three-dimensional billets doux — which have given WIBW Topeka a unique fame while adding to the station's good will, its new accounts and its renewed contracts—is Ben Ludy, general manager of WIBW and of KCKN Kansas City, Kan.

Agency executives since 1937 have been showered several times yearly with WIBW mailing pieces, enclosing such items as coathooks, yardsticks, egg timers, grapefruit spoons, screwdrivers, Christmas Carol books, biscuit cutters, fingernail polish and brass tacks—each keyed to a sales point made by WIBW in an accompanying message.

Mr. Ludy entered radio engineering and construction work in 1922 after attending the U. of Iowa. He was born Oct. 25, 1900, at Cedar Rapids, Iowa, where his father was in the jewelry business.

In the mid-twenties he branched out to the sale of advertising novelties, thus acquiring a background for his present gadgeteering promotion. In 1929 he joined KOIL Omaha, and in 1933 went to WIBW.

When WIBW's gadget mailing campaign started in 1937, Mr. Ludy was assistant station manager and the next year became manager. The three-dimensional mail campaign was originated for the station by Carter Advertising Agency of Kansas City, which still creates and prepares for the station an average of six mailings a year. Mr. Ludy and his staff confer frequently with the agency on ideas for the gadgets.

Gadget and Sales

The first WIBW gadget, mailed in 1937, is a good example of the tie-in of the gadget and the sales message. The gadget was a plastic desk ruler [see feature story, B•T, Sept. 15, 1952]. On the ruler and the folder were printed: "By the yardstick of LISTENERS . . . WIBW is TOPS!"

The direct mail campaign has won Mr. Ludy and WIBW six major awards—the last by National Advertising Agency Network, which gave WIBW a high award in its national competition in 1952.

Realizing that countless pieces of mail are thrown into the wastebasket before they reach the executive for whom intended, WIBW combined gadget and sales message to fetch attention from the right person. And the effectiveness of the mail pieces in getting attention is attested to by the requests that go to WIBW asking for "extra" gadgets.

Since WIBW began keeping records four and a half years ago, some 37,305 extra gadgets have been requested by return reply cards the station encloses in each package. The mailings are sent out regularly to a selective national mailing list of 2,200 to 2,300 names.

Hundreds of gadgets have been used by WIBW since 1937, and WIBW was the cause of one postal regulation being issued. The regulation was passed against the use of windows in mailing envelopes for anything other than the address—after WIBW mailed out envelopes whose windows gave recipients a peek at the gadget inside—but which gave postal employes trouble in handling.

The WIBW gadget promotion was the subject of a BROADCASTING • TELECASTING cartoon on May 21, 1945, which showed a postman delivering a bathing beauty to an advertising executive, and which was captioned: "What'll those WIBW promotion people think of next!"

National Recognition

Mr. Ludy and his staff have fun themselves in thinking up new gadgets to illustrate WIBW sales messages. "We're proud of the 'fan mail' the mailings have brought us, and we appreciate the national recognition that has come to us for the campaign," he says.

"The primary purpose of any kind of advertising is, of course, to get sales results, and without such results we would not have been justified in continuing the campaign," according to Mr. Ludy.

"I'm happy to say that our direct mail campaign has played an important part in achieving for WIBW a proved nation-wide acceptance among its trade. Our sales representatives continually report to me that this advertising has helped them substantially in landing important specific new accounts, and in renewing contracts," he says.

Mr. Ludy is a Mason and Shriner. He married Elizabeth Harris in 1944 and they are the parents of a daughter, Joy Ann, 7.

He is serving his second term as president of the Kansas Broadcasters Assn., which he helped organize in 1951.

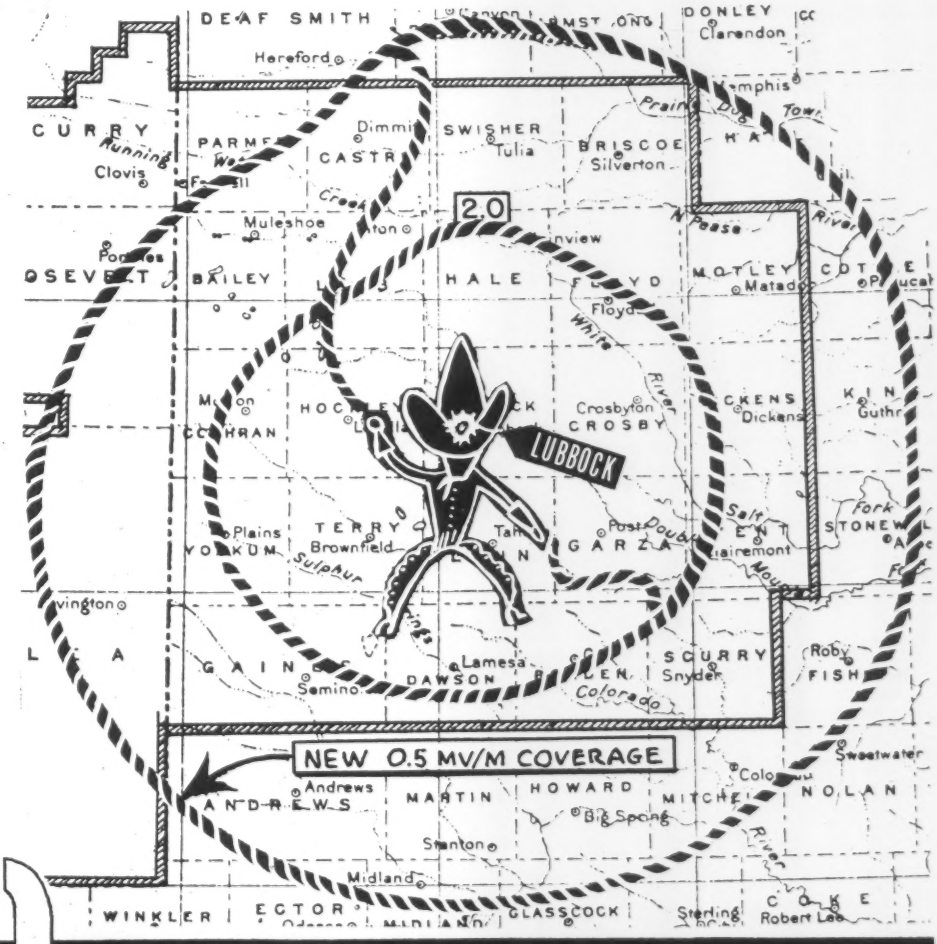
His recreation time is spent on his Osage County, Kan. farm, where he raises cattle and other livestock. The Ludys all are fond of horses and Joy Ann has her own pony.

KFYO

ON 790 KC - 5000 WATTS* NOW THE STRONGEST VOICE ON SOUTH PLAINS OF TEXAS

Look at these Sales Facts

1. 587,600 POPULATION
2. 173,430 RADIO HOMES
3. $690,374,000 RETAIL SALES
4. 1ST IN RETAIL SALES PER TEXAS HOUSEHOLD (10TH IN US)
5. $147,964,000 FOOD SALES
   $147,534,000 AUTOMOTIVE
   $117,714,000 BUILDING MATERIAL



KFYO

PLAINS RADIO BROADCASTING COMPANY • ABC

The old favorite on a new frequency 790 KC after 21 years of broadcasting in Lubbock. Largest metropolitan area between Fort Worth, El Paso, Albuquerque, Denver, San Antonio, and Oklahoma City. Lubbock retail territory extends over 26 counties and wholesale trade covering 51 counties in West Texas and Eastern New Mexico.

KFYO has the highest percentage of listening homes among all radio stations in Lubbock—(Conlan Surveys 1945 thru 1952—Standard Audience Report 1952).

* **1000 watts at night**

LUBBOCK, TEXAS

790 KC
5000 Watts
1000 watts at night
AVALANCHE JOURNAL STATION

Represented by
THE O. L.
TAYLOR COMPANY

General Manager Gordon Thompson

XUM

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

A MAN AND HIS MONEY

Joe Smith

A likeable guy—with an unlikely name . . .

After 100 hours on his March of Dimes marathon Joe Smith shows fist fulls of contributions. Thousands were raised for polio.

His Daily Record Rack (4-5:45 p.m.) is tops in Johnstown, Penna.

WARD . . .
CBS RADIO NETWORK
WEED & CO., Representative

OPEN MIKE

International Coverage

EDITOR:

The International Broadcasting Service of the United States Department of State would like to secure permission to make radio use of material contained in the article "They Can Put a City in Your Parlor," by Rufus Crater, which appeared in the Feb. 2, 1953 issue of BROADCASTING • TELECASTING, page 77.

This would be used in connection with our non-commercial broadcasts to and within worldwide areas, exclusive of the United States. . . .

Evelyn Eisenstadt
International Radio Program Division
United States Department of State
New York

Left Out

EDITOR:

Please do not construe this letter as a querulous whining voice from out of the dark, but the personnel at this station feel that your publication overlooks the excellent TV services which we afford the Lower Rio Grande Valley of Texas and the adjoining territory in Mexico.

First omission came with a survey of important television markets and coverage published by you that covers every crossroads and junction in the entire U. S., it seems, except the four counties which we serve in Texas. If my memory serves me, there was even a listing of Potter County with its four TV sets, or maybe that's a slight exaggeration.

In your current issue, Pages 78-79, there is a map which locates TV markets and future markets. Surely the thousands of people who watch our programs daily attest to the fact there is a television service down here, and a pretty good one too. I do think we rate something more than a marginal footnote.

Bert Metcalf
Director of Operations
XELD-TV Matamoros, Mexico

[EDITOR'S NOTE: Neither of these stories was a B•T survey. The first was report of a survey by J. Walter Thompson Co. and the second an article by John Crandall, media director of Sherman & Marquette, New York.]

Community TV

EDITOR:

That was a splendid round-up article on community TV [B•T, Feb. 9] and I want to thank you for it. It has certainly given me some new slants on the problem which I was studying because of the growing interest of publishers in this form of communication. . . .

Cranston Williams
General Manager
American Newspaper Publishers Assn.
New York, N. Y.

Heedless Headline

EDITOR:

I was disappointed at B•T's handling of the story of my appearance before the education and legislative group in Hartford on non-commercial educational television in Connecticut.

The "opposed to educational TV" headline was wrong and particularly unfortunate since it created a thought that we at WNHC do not share. I, personally, and my principals, are not opposed to non-commercial educational television in Connecticut. As property-owners and tax-payers we feel it only fair that a realistic approach be made to costs of operation (including and especially depreciation) personnel, programming, replacement, etc., and that a more nearly true tax figure be revealed to the people of the state before legislative action is taken.

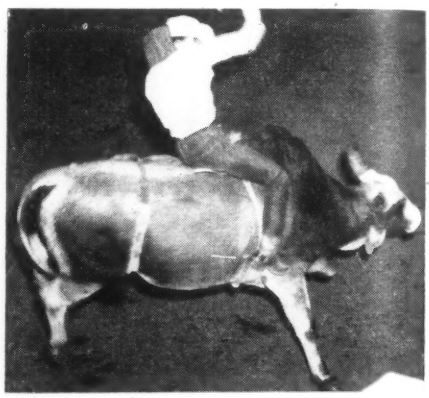
While the body of your story modified and, in essence, reversed the headline, wouldn't it have been better to have avoided the malapropism in the first place?

Edward C. Obrist
Manager
WNHC-AM-TV New Haven, Conn.

Yippee

EDITOR:

[Here is an] action shot taken during the Jan. 31 Fat Stock Show rodeo that WBAP-TV fed to NBC-TV for the first nationwide tele-



cast of a rodeo. Appropriately, it was WBAP-TV's first feed to the network.

To date over 2,500 cards and letters have been received by WBAP-TV complimenting us on the origination . . .

Thaine Eagle
Dir. Promotion, Publicity, Merchandising
WBAP-TV Fort Worth

Red Tape

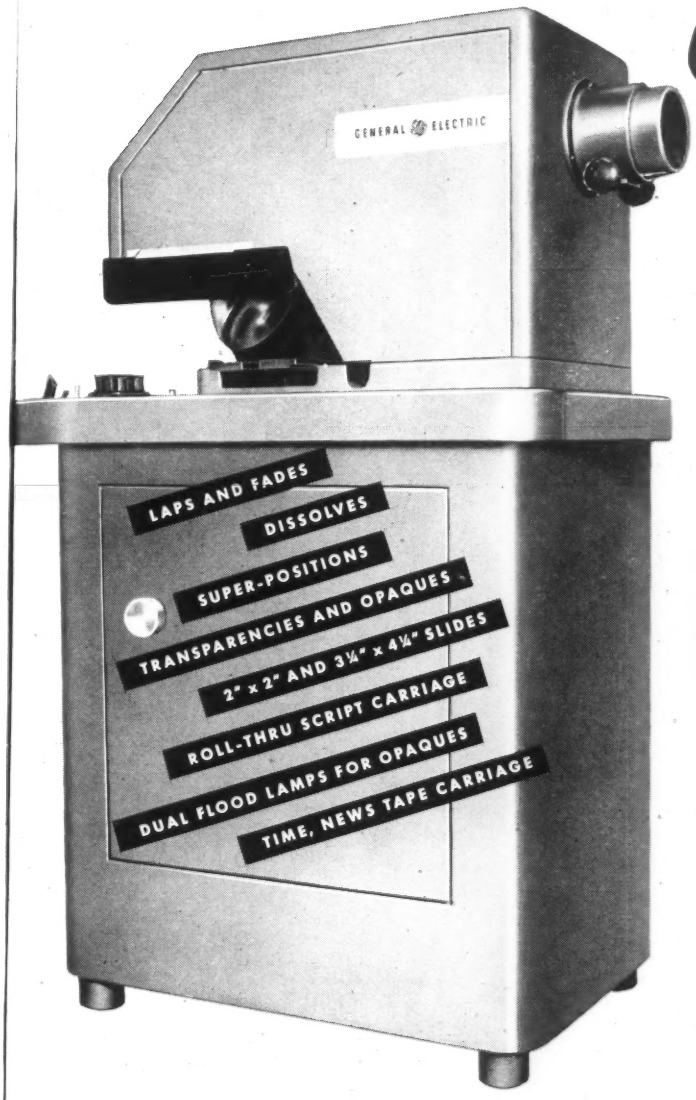
EDITOR:

It was interesting and amusing to me to read your editorial in the Feb. 9 issue of BROADCASTING • TELECASTING on *Faster TV Decisions.* It seems to me that no matter how much *red tape* is taken out of the FCC's rules and regulations one Commissioner of our governmental group, Comr. Hennock, will always dissent for some reason or another. In the Feb. 2 issue of BROADCASTING • TELECASTING (page 48), we find an article concerning the ABC-UPT merger, and low and behold, we find it reported that Comr. Hennock has written a 90-page thesis concerning her reasons for the downing of the merger. Now, I 'thinks' that it's well and good that Miss Hennock takes the pains to give such a full explanation of her reasons for dissent, but I'm quite sure that 90 pages are quite a lot of pages, and I'm sure also that Miss Hennock could have shortened her 'thesis'. That's what I call red tape, or is that just one man's opinion.

Wallace M. Bradley
Syracuse U. Radio and TV Center
Syracuse, N. Y.

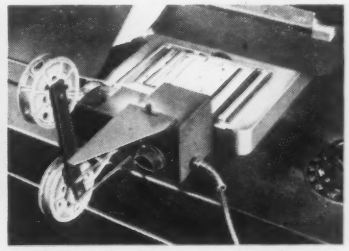
[EDITOR'S NOTE: For the record, Miss Hennock's dissent was 63 pages, but the editors suspect that even that length falls within Mr. Bradley's description.]

Compare G-E Television Slide Projector Versatility



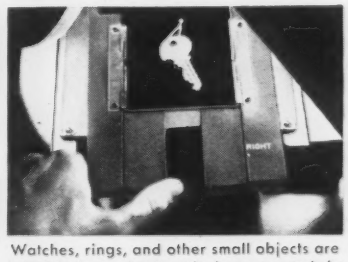
Only G.E. offers such an advanced TV slide projector. You'll find an unlimited variety of laps, fades, dissolves, super-positions, etc., are now possible. You are also able to get additional special effects produced by accessories like the roll-thru and the motor-driven news tape carrier. This dual projector—with its single lens optical system that prevents keystoning—will handle both 2" x 2" and 3¼" x 4¼" slides. For the most versatile, the most advanced money-making piece of TV equipment—insist on a G-E Slide Projector. Write for complete information: *General Electric Company, Section 223-23, Electronics Park, Syracuse, New York.*

Convenient optical or electrical dissolve and lap controls put a great variety in the treatment of still shots.



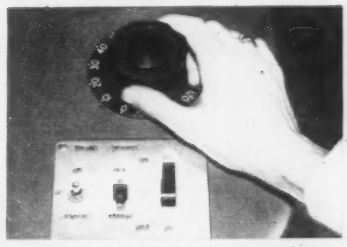
Coming events, time and news tapes and commercials receive smooth treatment on large capacity roll-thru carriages.

Quick, effortless slide changes are assured with the four-slide rotary head supplied by General Electric as standard equipment.



Watches, rings, and other small objects are effectively and attractively presented in the G-E Slide Projector.

Projector for 2" x 2" slides or strips and optical box provide another picture source for this piece of equipment.

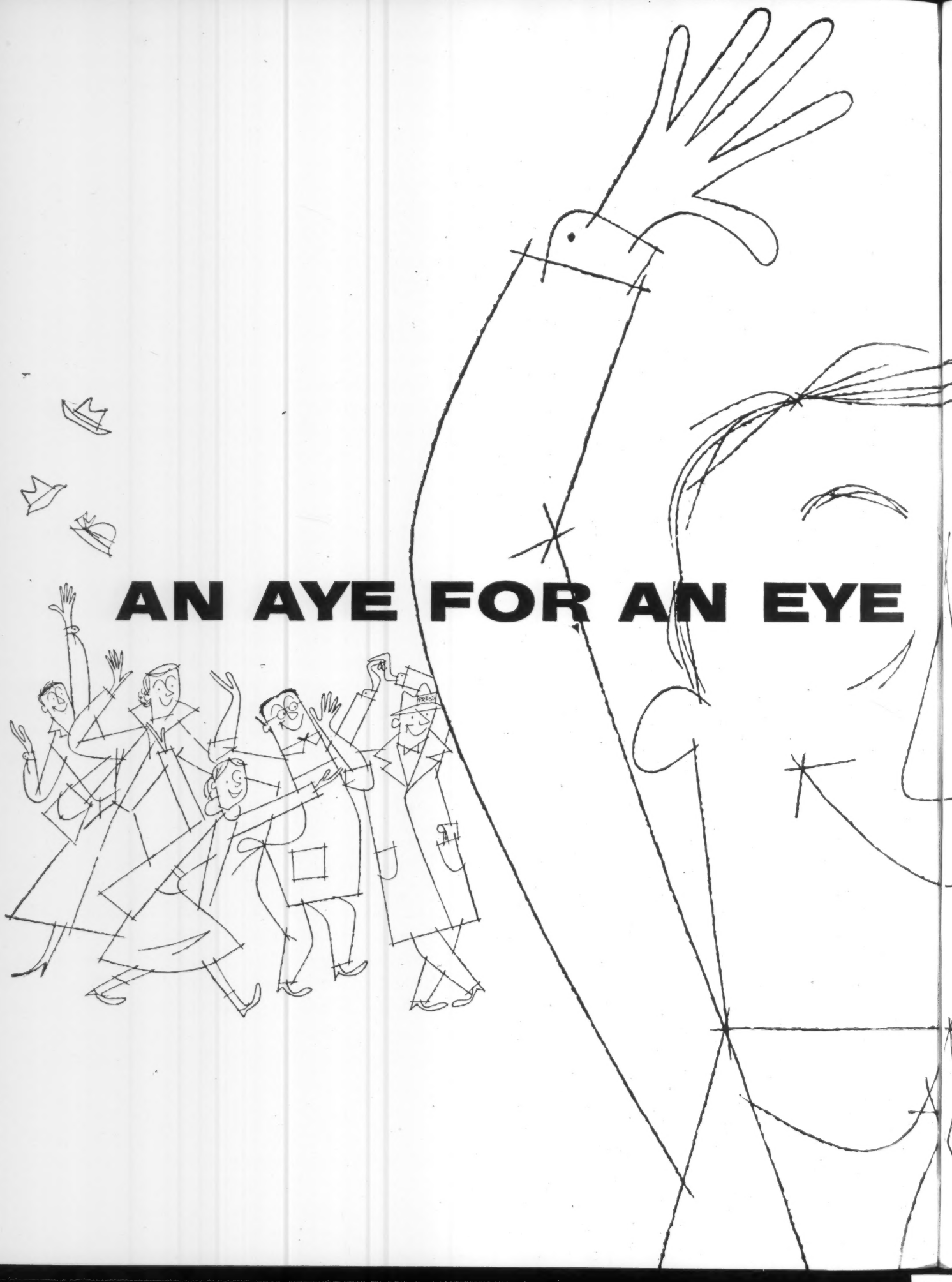


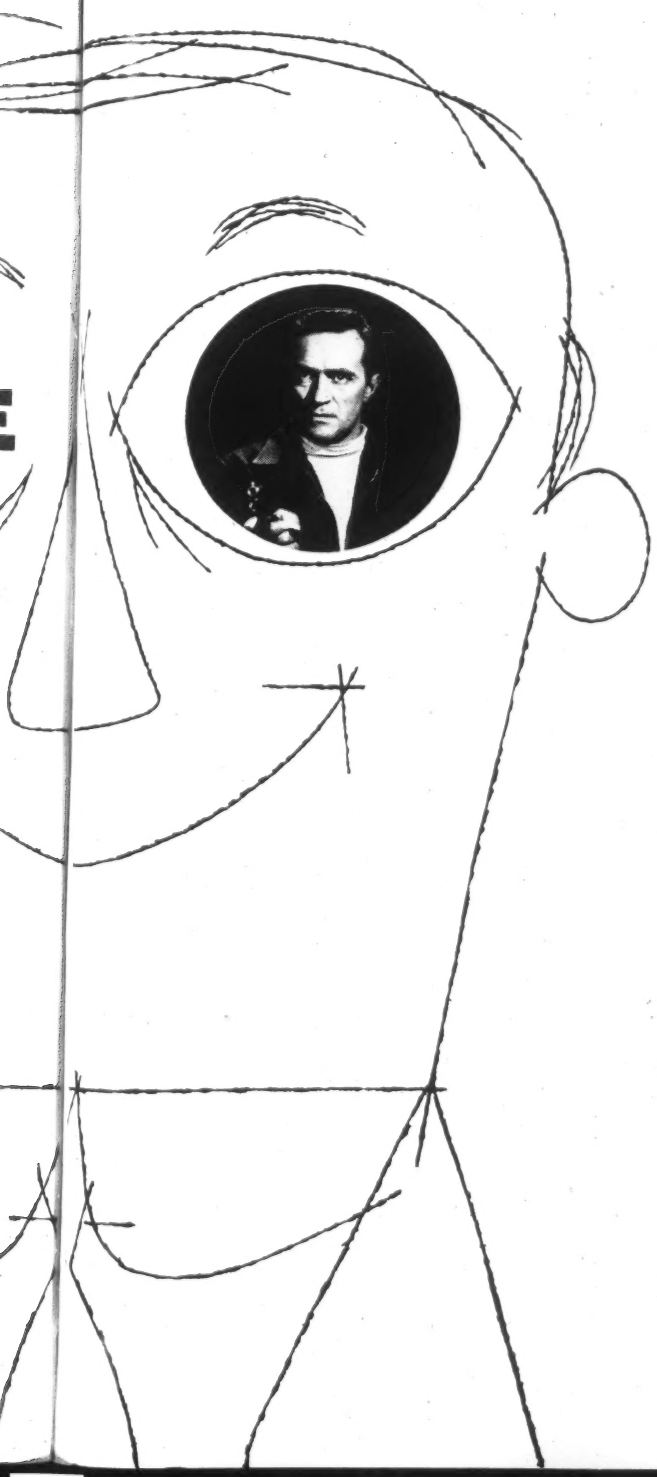
Individual switch and variable transformer control of each lamp allows quick switching or fading from transparencies to opaques.

● Generous work surface and convenient storage space is a special feature of G-E's Television Slide Projector. The roomy storage cabinet will hold your accessories safely . . . reduce breakage, help you avoid mishandling and miscuing.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC


AN AYE FOR AN EYE



That's the verdict for Jeffrey Jones, TV's fastest-moving private eye. And it's unanimous with viewers and sponsors, *the country over.*

In less than eight months on the air, "Files of Jeffrey Jones" has soared into Telepulse's Top Five syndicated film shows. Current ratings: Chicago, 20.4, Boston, 16.6, San Francisco, 17.8, Pittsburgh, 50.5 (December, 1952).

And sponsors in more than 25 TV markets concur. Jeff has successfully sold biscuits, bread, pharmaceuticals, radios, automobiles, gasoline, beer, milk, laundry service, many other products.

With "Files of Jeffrey Jones," you have action that gets a big reaction... from the cast (starring TV-movie-and-Broadway hero Don Haggerty) through scripts (39 half-hour mystery adventures of a sports-minded private eye whose favorite game is murder) to production (by Hollywood's Lindsley Parsons).

For top TV results in your local and regional markets—at a cost that'll make *you* cheer—ask the CBS Television Film Sales representative nearest you about Jeff now.

FILES OF JEFFREY JONES

a presentation of CBS TELEVISION FILM SALES with offices in New York, Chicago, Los Angeles and Memphis

ALSO AVAILABLE: *Cases of Eddie Drake (also starring Don Haggerty), Annie Oakley, Crown Theatre with Gloria Swanson, Hollywood on the Line, World's Immortal Operas, Holiday in Paris, The Gene Autry Show, Strange Adventure and The Range Rider*

XUM

KVOO

Lowest Cost

Per Thousand

That's right!

Take a slide rule . . . or

A calculator . . . or

Your pencil.

Then

The November Pulse Report for Tulsa . . . and

The 1952 NCS Market Area Figures for KVOO . . . and

Our rate card.

Figure any angle you like . . .

You'll find that

Per thousand families

KVOO is by far the

GREATEST ADVERTISING BUY IN

OKLAHOMA'S NO. 1 MARKET!

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

Robert Brewster

on all accounts

A NATIVE of Belfast, Ireland, Robert Brewster has come a long way, figuratively and literally, to his present post as assistant to the vice president in charge of radio and television at McCann-Erickson, Chicago.

Mr. Brewster is in charge of administration for several radio-TV clients. In this post, he makes use of his experience in the production end of the broadcast media. McCann-Erickson ranked eighth last year among advertising agencies in AM-TV billings.

He was born in Belfast March 14, 1914. Five years later, the Brewster family traveled to St. Louis where young Brewster received his early schooling. He moved east in the early '30s and attended Princeton U.

Upon his graduation in 1936, Mr. Brewster entered the agency field as an apprentice with J. Walter Thompson Co., New York.

JWT's Hollywood office beckoned in 1937 for what was described to Mr. Brewster as a "summer hiatus" stint. He stayed eight years, during a period when name radio performers increased on the West Coast. Among his production laurels are *The Kraft Music Hall* (with Bing Crosby), and many other shows with big name stars.

Returning to New York in 1945, Mr. Brewster became an executive on the RCA account. In April 1948 he left J. Walter Thompson to join WOR New York, where he was an executive producer and later radio program manager.

In May 1950, he came to McCann-Erickson in Chicago, taking on production chores. Among the accounts on which he rides administrative herd are Standard Oil (of Indiana), Muehlbach Brewing Co., Maytag Co., Bell & Howell, Allied Vans, Swift & Co. (chicken products), Chrysler-Plymouth Dealers of Cook County, Chicago Milk Foundation and others. The agency handles considerable spot radio and TV as well as network for its clients.

There has been heavy emphasis on regional TV network commitments, too, particularly for newscasts, musical shows and football. Mr. Brewster cites the regional Wayne King show as an example of a high quality TV program turned out for a minimum production cost. He feels that more and more advertisers will turn to package shows using the music format, and also to localized newscasts.

Mr. Brewster married the former Sheila Witherspoon, a native of Manhattan. They have a daughter, Sheila Jane, born in Los Angeles. The Brewster family lives on Chicago's near north side. Mr. Brewster has no particular hobbies—he likes the outdoors—and is a non-joiner of fraternal groups.

Wherever you go there's Radio

You ride with the winner when you ride with WGR ... the most listened-to station all over Western New York, Northwestern Pennsylvania and nearby Ontario.

For instance: WGR's exclusive broadcasts of Notre Dame football, Buffalo baseball, Canisius basketball, plus all-around sports coverage win top audiences.

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

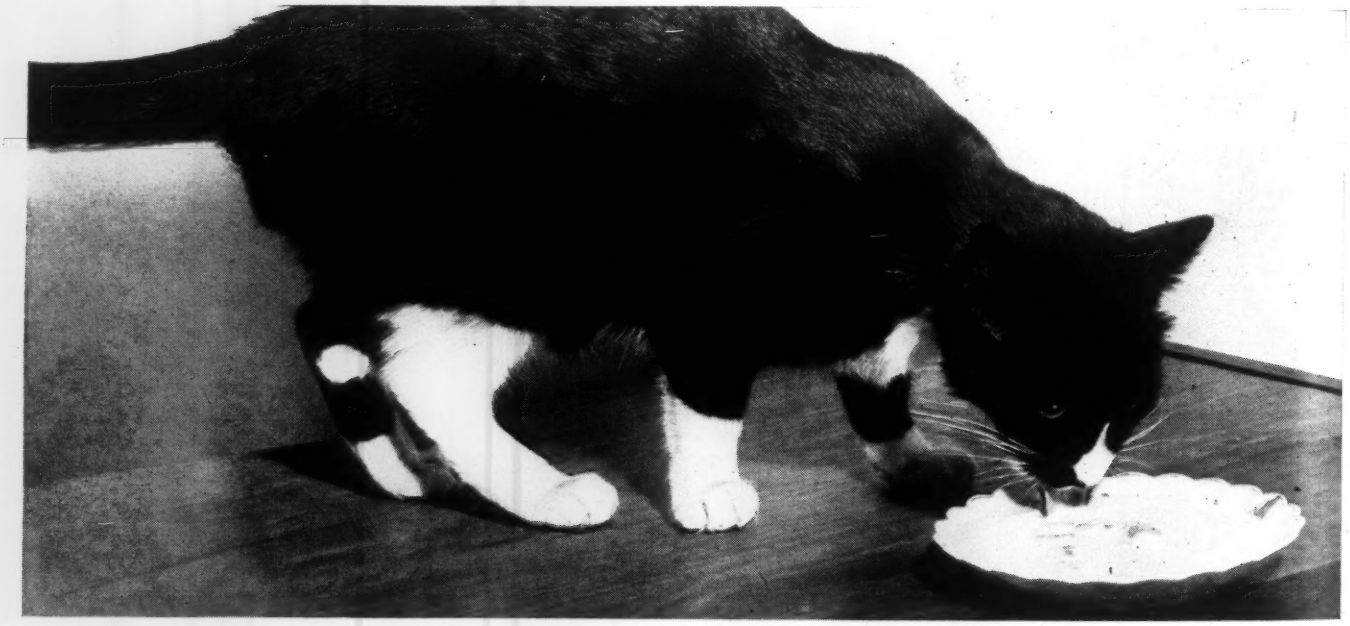
National Representatives: Free & Peters, Inc.

XUM

Like a cat goes for milk

Just like a cat goes for milk, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces big results at low cost. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce big results for you, too—at low cost. Get your Forjoe man to give you all the details.



IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

XUM

BROADCASTING TELECASTING

February 23, 1953 Vol. 44, No. 8

WESTINGHOUSE BUYS WPTZ(TV) FOR RECORD $8.5 MILLION

Pioneer WPTZ Philadelphia, which began in 1932 as Philco's experimental outlet, is to join the ranks of Westinghouse Radio Stations Inc. Move expands WRS' TV operations to two outlets.

A NEW HIGH price in television station transactions—$8.5 million—was established last week when Westinghouse Radio Stations Inc. bought the Philco-owned WPTZ (TV) Philadelphia.

The transaction, announced jointly Saturday by E. V. Huggins, president of WRS, and James H. Carmine, executive vice president of Philco, and subject to the usual FCC approval, tops by $2.5 million the previous $6 million paid by CBS for the facilities of WBKB (TV) Chicago a fortnight ago following FCC approval of the ABC-United Paramount Theatres Inc. merger [B•T, Feb. 16].

Acquisition of the 20-year-old WPTZ gives Westinghouse its second TV station. It is the licensee of WBZ-TV Boston, which went on the air in 1948.

WPTZ began operating experimentally in 1932. It was the third commercial TV station in the U. S. when it was given an FCC permit in 1941. It is an NBC-TV affiliate and operates on vhf Ch. 3 with 16.2 kw visual power, charging $1,500 for a one-time Class A hour program and $300 for a minute spot. It is represented by NBC Spot Sales.

Profit for '52

The TV-only Philco station, it is understood, grossed nearly $4 million and showed a profit of almost $2 million in 1952.

WRS has had, for the last five years, a working arrangement with WPTZ that virtually amounted to first refusal rights in the purchase of the Ch. 3 station. Westinghouse's 50 kw clear channel KYW (on 1060 kc) and the Philco TV outlet have cooperated in their operations through the use of similar background identifying announcements.

"This is another step toward the completion of our plan to bring additional service to the millions of people living in areas served by Westinghouse," Mr. Huggins said Saturday. "Since KDKA [Pittsburgh] first went on the air with its first scheduled broadcast Nov. 2, 1920 —the Harding-Cox presidential election returns —it has been Westinghouse practice to broadcast a comprehensive schedule of programs in the public interest."

Mr. Carmine said: "Television broadcasting, on an experimental basis, was undertaken 20 years ago in order to augment the company's early research and engineering program on television receiving sets.

"Sale of station WPTZ at this time will enable Philco to concentrate its activities in its principal fields of research development and the production of television receiver sets, radios and major appliances which are merchandised through its distributors and dealers, and the manufacture of electronic equipment for government and industry."

Contract for the record transaction calls for $500,000 on agreement and the balance in cash on FCC approval of the sale.

Preliminary negotiations over a period of months were carried on by Joseph E. Baudino, executive vice president of WRS, and Ernest B. Loveman, vice president and general manager of the Television Broadcasting Division of Philco. Mr. Loveman will remain with WPTZ.

Messrs. Baudino and Loveman have assured the WPTZ staff that personnel and operating policies would not be affected by the ownership change.

Other recent TV station sales include the still pending buy of Edward Lamb's WTVN (TV) Columbus by the Taft family (WKRC-AM-FM-TV Cincinnati) for $1.5 million [B•T, Jan. 29], the pending purchase of John A. Kennedy's KFMB-AM-FM-TV San Diego by Jack D. Wrather Jr. and Helen Marie Alvarez, who own KOTV (TV) Tulsa, for $3.15 million [B•T, Feb. 2] and the recently approved sales of WLTV (TV) Atlanta from a group of Atlanta businessmen to Crosley Broadcasting Corp. for $1.5 million [B•T, Feb. 2], and of WMBR-AM-FM-TV Jacksonville, Fla., to *Washington Post* (55% owner of WTOP-AM-FM-TV) Washington for $2.47 million [B•T, Feb. 2].

Application for FCC approval of the sale will be made in about a week, it was understood. Upon FCC approval, WPTZ and KYW will move toward integration of their operations, but some months may be entailed, since separate locations are involved. Since 1947 WPTZ has occupied two floors and additional studio space in the KYW building on Walnut St. KYW is affiliated with NBC and is represented by Free & Peters.

All Westinghouse radio and television properties are operated by subsidiary Westinghouse Radio Stations Inc. WRS grossed $9,280,300 with an operating profit of $2,107,193 in 1952.

TERMS of arrangement to buy WPTZ (TV) Philadelphia are discussed by Westinghouse Radio Stations' President E. V. Huggins (l) and Philco Executive Vice President James H. Carmine.

WRS owns and operates KDKA-AM-FM Pittsburgh; KEX-AM-FM Portland, Ore.; WBZA-AM-FM Springfield, Mass.; WOWO-AM-FM Fort Wayne, Ind.; KYW-AM-FM Philadelphia and WBZ-AM-FM-TV Boston.

Westinghouse is a TV applicant in Pittsburgh, where KDKA is competing with WJAS and WWSW for vhf Ch. 11, and in Portland, Ore., where KEX is competing with North Pacific Television Inc. and Portland Television for vhf Ch. 8.

KYW is an applicant for uhf Ch. 17 in Philadelphia. This will be withdrawn upon FCC approval of the WPTZ purchase.

Earlier application by WOWO for uhf Ch. 21, Fort Wayne, has been withdrawn.

CBS-TV GETS C-P-P SHOWS; LEVER BROS. MOVES SURF ACCOUNT

Struggle for "Strike It Rich" ends in renewal contract for CBS-TV as well as capture of "Big Payoff." Big Surf account, including $3 million in annual billings, moves from N. W. Ayer & Son to BBDO. Other changes pending in program lineups.

A ROUND of switching activity, affecting both programs and agencies, last week highlighted advertising developments of two major soap-detergent manufacturers, Colgate-Palmolive-Peet and Lever Bros.

The tug-of-war between CBS-TV and NBC-TV for Colgate's daytime *Strike It Rich* and *Big Payoff* programs [B•T, Feb. 16, 9] ended in victory for CBS-TV, which not only won renewal of the former program, representing two hours a week, but also pulled the latter show, totaling an hour and a half a week, away from NBC.

Lever Bros., meanwhile, moved its Surf account, representing approximately $3 million in annual billings, from N. W. Ayer & Son, New York, to BBDO, also New York. Although BBDO also handles Breeze, another Lever product and competitive to Surf, BBDO will service both accounts.

Other Changes in Works

Aside from the blow which NBC-TV suffered through the loss of *Big Payoff*, there were reports that another loss was impending — possible dropping by Lever of the *Hawkins Falls* quarter-hour daytime TV strip. NBC had wanted the *Strike It Rich* show particularly to bolster its TV daytime schedule, of which *Big Payoff* and *Hawkins Falls* are a part.

Surf, along with other Lever products, currently sponsors, in addition to *Hawkins Falls* (Mon.-Fri., 5-5:15 p.m.), CBS Radio's *Aunt Jenny*, a quarter-hour strip; a quarter-hour of *House Party* on CBS-TV three times a week, and spots on the Arthur Godfrey CBS-TV morning shows.

In addition to switching the Surf account to BBDO, Lever also named G. M. Basford Co., New York, as agency for its new Industrial Sales Division, which handles the sales of bulk shortening, glycerine, hotel soaps, and industrial soaps and detergents.

In retaining *Strike It Rich*, CBS-TV kept an account which, in 1952, represented gross time sales of approximately $2.1 million, while in acquiring *Big Payoff* it got a series whose 1952 gross time charges amounted to almost $2.5 million.

Volume Discounts

It was understood that, net, the two contracts would mean approximately $800,000 each to CBS-TV, and that, through discounts under the CBS-TV structure, Colgate stood to save almost $790,000 as a result of a contiguous rate by having both shows on CBS-TV. Colgate also sponsors *Mr. and Mrs. North* on CBS-TV, Fri., 10-10:30 p.m.

Colgate sponsors the Mon., Wed., Fri. portions of *Strike It Rich* (Mon.-Fri., 11:30-12 noon) and also a Wednesday evening version (9-9:30 p.m.) of the show. *Big Payoff* is scheduled to go into CBS-TV's Mon.-Fri. 3-3:30 p.m. spot, with Colgate sponsoring Mon.-Wed.-Fri. segments, starting March 30.

But CBS-TV still had some arrangements to complete late last week. Lever's Surf—a competitor of Fab, which Colgate plans to promote on *Big Payoff*—sponsors the quarter-hour of *Art Linkletter's House Party* Mon., Wed., Thurs. immediately preceding the 3-3:30 p.m. time set aside for *Big Payoff*, thus raising the possibility of a product conflict on Mondays and Wednesdays. CBS-TV officials said, however, that they were confident Surf would agree to switch quarter-hours with other sponsors to avoid this conflict.

Both *Big Payoff* and *Strike It Rich* are Walt Framer productions. William Esty & Co., New York, represents Colgate for both programs.

FOUR A's operations committee of the board of directors meets for the first time in a new conference room at the American Assn. of Advertising Agencies' New York headquarters. Seated are (l to r): E. E. Sylvestre, Knox Reeves, Adv., Minneapolis; Earle Ludgin, Earle Ludgin & Co., Chicago; board chairman John P. Cunningham, Cunningham & Walsh, New York; vice chairman Henry M. Stevens, J. Walter Thompson, New York; Henry G. Little, Campbell-Ewald, Detroit; president Frederic R. Gamble; standing, Carl K. Tester, Philip J. Meany Co., Los Angeles; J. Paul Hoag, Hoag & Provandie, Boston; Dan W. Lindsey Jr., Lindsey & Co., Richmond; John M. Willem, Leo Burnett Co., Chicago; Lawrence Valenstein, Grey Adv., New York; George P. Richardson Jr., J. Walter Thompson, Detroit; Gordon E. Hyde, D'Arcy Adv., New York; George Link Jr., association counsel; Robert E. Grove, Ketchum, McLeod & Grove, Pittsburgh; William R. Baker Jr., Benton & Bowles, New York; and Clifford L. Fitzgerald of Dancer-Fitzgerald-Sample, New York.

King-Size Success

SALES SUCCESS of the month-old king-size version of Philip Morris is credited greatly to the impact of its *I Love Lucy* show on CBS-TV, the firm announced last week. The first commercial announcement of the Philip Morris king-size cigarette was made by Desi Arnez on the Jan. 26 show to an audience estimated at approximately 50 million. Since then the new product has been promoted by other Philip Morris radio and TV shows. Success of the cigarette was based on reports from many areas which ran out of the new product. Demand for the king-size cigarette was so great that the firm had to use a "sellout! be patient" advertising campaign. Biow Co., New York, is the agency.

$8 Million Contract Signed By Philip Morris for 'Lucy'

With a new king-size product to be sold, Philip Morris last week signed a king-size contract for its Monday night TV show, already with a king-size audience of nearly 50 million.

SIGNING of Lucille Ball and Desi Arnez by Philip Morris & Co. and CBS-TV to an $8 million non-cancellable contract for 2½ more years of the top-rated *I Love Lucy* television series was reported last week by the network, which hailed it "the largest single contract ever signed in television."

On the basis of 39 shows a year, it was estimated the cost per show under the contract would approximate $80,000 and that about $35,000 of this would go for time charges and about $45,000 would represent talent and production costs.

The contract, which Miss Ball and Mr. Arnez, her husband, signed on behalf of their Desilu Productions, will carry the film series through 1955. Featuring the Ball-Arnez team under Philip Morris sponsorship, the program is on CBS-TV on Mondays, 9-9:30 p.m.

'No Option' Provision

The agreement is a "no option" document, containing no cancellation provisions. It was signed Wednesday in Hollywood in the presence of Harry W. Chesley Jr., vice president of Philip Morris; Harry Ackerman, CBS-TV vice president in charge of network programs Hollywood, and Terrance Clyne, vice president of Biow Co., agency for the cigarette company.

Stars of the show are slated to return to General Service studios in Hollywood to resume filming the series about March 20, after a filming hiatus occasioned by the birth of a son to them last month on the same day a son was born to them in the script of the program.

At the contract signing, Mr. Chesley said on behalf of the sponsor:

"We are delighted to sign this contract. With the introduction of the king-size Philip Morris cigarette [see above box] and the guarantee of presenting Desi and Lucy for the next 2½ years, Philip Morris is looking forward to an all-time high in sales."

AM-TV ACTIVITY AMONG BREWERS PREVIEWS SPRING CAMPAIGNS

Beer and ale companies continue to follow their long-set pattern of buying heavy baseball and sports schedules, with some concentrating on spots and network shows.

MOST ACTIVE group of advertisers in the radio-TV industry last week were the brewers, with at least a dozen of the beer accounts underwriting baseball sponsorship, spot announcement schedules and network programs, most of them to begin in the spring.

Falstaff Brewing Co is preparing a radio spot announcement campaign to start March 9 on the West Coast for 13 weeks. Falstaff also will sponsor home games of the St. Louis Browns on a regional radio network, and assume co-sponsorship of the Chicago Cubs games on a 25-station custom tailored regional radio network in Illinois.

The firm has renewed sponsorship of *Game of the Day* on Mutual and will continue local sponsorship of wrestling matches, several sporting events and newscasts in about 20 TV markets. Dancer-Fitzgerald-Sample, New York, is the agency.

Prepare Spot Campaign

Pabst Sales Co., Chicago, for Pabst Blue Ribbon beer, is preparing a radio and TV spot announcement campaign to start March 16 in Florida, Texas and the Middle West. This adds to the year-round sponsorship of *Blue Ribbon Bouts* Wednesdays on CBS-TV, 10 p.m. EST. Warwick & Legler, New York, is the agency.

Standard Brewing Co., Cleveland (Erin Brew), will sponsor coverage of the Cleveland Indians for the fifth straight year on WERE Cleveland. The same games will be sponsored on a tailor-made regional network of some 30 stations in the Cleveland area. Gerst, Sylvester & Walsh, Cleveland, is the agency.

Oertel Brewing, Louisville, will underwrite broadcasts of games of the Louisville Colonels, of the American Assn., on WINN Louisville.

Schlitz Brewing Co., Milwaukee, continues to sponsor its *Schlitz Playhouse* on CBS-TV, Fridays, 9-9:30 p.m., and will supplement the network operation with a spring campaign in Wisconsin and other areas. Lennen & Newell, New York, is the agency.

Gulf Brewing Co., Houston (Grand Prize beer), through Foote, Cone & Belding, Houston, is known to be buying programs for a regional campaign in southwest markets.

Blatz Making Plans

Blatz Brewing Co., Milwaukee, through William H. Weintraub Co., New York, is pondering the future of its *Amos 'n' Andy* program on CBS-TV, with indications the program will be renewed. The company also is expected to start a limited supplementary spot radio and TV campaign. Blatz is expanding its distribution and the spot activity is designed to broaden with market-by-market expansion.

Narragansett Brewing Co., Cranston, R. I., will co-sponsor broadcasts of the Boston Red Sox home and road games on WHDH Boston. Broadcasts will be fed to a New England network of 32 stations.

P. Ballantine & Sons, Newark, will sponsor once again the New York Yankee games on WPIX (TV) New York and on WINS (radio) New York. Both home and road games will be heard on a special network in New York State, Pennsylvania and Connecticut. Ballantine continues to use a 52-week radio spot announcements campaign in Boston, Philadelphia and New York. BBDO, New York, is the agency.

Piel Bros., New York (Piel's beer), has added two more TV shows in the New York area, bringing its total of local video programs to eight [B•T, Feb. 16]. Young & Rubicam, New York, is the agency.

F. & M. Schaefer Brewing Co., Brooklyn (Schaefer beer), which sponsors the Brooklyn Dodgers baseball games on WOR-TV New York and WMGM (radio) New York, will start a regional spot announcement radio-TV campaign March 1. Length of contract varies in different markets. Firm also sponsors *Favorite Story* on WNBT (TV) New York and *Schaefer Headline News*, five minutes, five times weekly on WJZ New York. Agency is BBDO, New York.

Jackson Brewing Co., New Orleans (Jax beer), through Fitzgerald Agency, New Orleans, carries a quarter-hour musical program on a 15-station lineup in the Texas area and during the spring expands its budget to include news programs.

G. Kruger Brewing Co. is planning the largest advertising campaign in its history with a radio spot schedule. Grey Adv., New York, is the agency.

Practice Is Preaching

RADIO will take at least half the advertising budget to be spent in behalf of one client during 1953 by the Burke Co., Seattle agency. The client: The Burke Co.

"We tell everybody else to advertise, and we believe we should advertise ourselves," says William M. Burke, agency partner.

The agency's self-advertising started on KOMO Seattle about a year ago.

"Even though advertising is a specialized business," says Mr. Burke, "radio has proved in these few months that it has a value for us." The agency believes it must expand its own promotion, and its 1953 budget includes an allocation for media advertising, of which at least 50% will go into radio.

PARTICIPATIONS are bought on NBC-TV's *Today* by Trailer Coach Mfrs. Assn., Chicago, on once-a-week basis starting in April. At signing (l to r) are Gordon Mills, NBC account executive; James B. Keithley, account executive, J. Walter Thompson agency; Edward L. Wilson, managing dir., Trailer Coach, and Edward Hitz, NBC Central Div. sales mgr.

New Godfrey Show Buy

ANOTHER Arthur Godfrey program—a new Sunday afternoon half-hour to be sponsored by Vitamin Corp. of America (Rybutol)—was set by CBS Radio last week to start March 1, bringing total weekly Godfrey time to nine hours on CBS Radio and five and a half hours on CBS-TV.

The new show will be heard 4:30-5 p.m. The Rybutol show will be known as *The Arthur Godfrey Hour*.

Agency for Rybutol is Kastor, Farrell, Chesley & Clifford, New York.

Admiral Bouts on 92 Outlets

WHAT DuMont claims is "the largest television network ever assembled for any program or event," totaling 92 stations, has been ordered by Admiral Corp. for its coverage of the Golden Gloves New York-Chicago intercity Boxing Bouts on DuMont TV on March 26 [B•T, Feb. 9], the network has announced. Fights will be carried 9:30 p.m. EST to conclusion. Admiral also is sponsoring the Chicago finals on 34 DuMont stations on March 6, and is sponsoring radio coverage of both events on Mutual. Agency is Erwin, Wasey & Co., New York.

Television commanded the third largest share of Admiral's advertising budget from 1946 to 1952, with last year rated as "TV's best year" in point of expenditures, reports the radio-TV set firm in commenting on its new 1953 $20 million outlay, largest in its history.

Admiral spent $69 million in the previous six-year period, of which $40 million (nearly 60%) was for printed space. Company spokesmen report that this year's TV budget is probably just as large—an estimated $1 million for the Bishop Sheen DuMont show, *Life Is Worth Living*, plus a liberal slice for special events (the Golden Gloves boxing tournament, all-star College-pro football classic). Dealers also buy local radio coverage as in the past.

GENERAL MILLS PLANS SPOT PUSH

The firm's long-range spot saturation plan has already received approval of "20 of the better stations" with many others seeking additional information, reports GM's Lowry Crites.

GENERAL MILLS Inc. last week was reported to have received approvals—"tantamount to options"—from at least 20 major stations and letters from many others expressing interest in its plan for a long-range saturation spot campaign in key markets throughout the country.

At the same time it was revealed that the company would pace its spot plan "almost entirely" to radio spot announcements—with very little television involved—and retain "most or all" of its present radio and TV network properties.

The plan and one or two alternative proposals were to have come up for discussion at General Mills last Thursday, but a meeting of key officials, including Lowry Crites, GM advertising manager, was sidetracked at the last minute. Announcement of the campaign is anticipated sometime this week.

Heard From 20 Stations

Mr. Crites told BROADCASTING • TELECASTING that the firm has heard from "20 of the best stations" on the saturation blueprint—stations with "top listenership," but belonging to no particular network or group. Others had written in asking when it would become operative and for details.

This year's drive—expected to be similar to the one last year which provoked considerable controversy but was far different from GM's forays into network rate structures in 1950—is pegged to start in the spring, advent of the cereal season, thus indicating that cereal products—probably Wheaties or Kix—would be advertised. The campaign will extend through the summer months.

Details have not been worked out, Mr. Crites said. He explained that last year General Mills used over 900 announcements, split among two stations in many individual markets, at an average of 10 per day over a 17-week period.

Stations accepted the plan individually and by groups, with "many" CBS Radio o & o stations and some affiliates of the Yankee Network participating, he said. About 100 other individual or non-group markets were involved. He declined to estimate how many stations had evinced interest in the plan this year.

Last Year's Plan

Last year stations were asked to take four-fifths of the GM schedule in Class A time. The overall rate was based on one-half the station's daytime one-time rate. Mr. Crites declined to say flatly whether this percentage would be followed this time. Under the old formula the discount to the client was estimated in some quarters to be about 60%. Mr. Crites added that spots would be purchased around baseball where there are availabilities.

Radio station representatives in Chicago were reluctant to comment on the proposal pending its announcement. One station representative executive thought it conceivable that General Mills might seek perhaps one-third of each station's daytime one-time rate. This possibility was discounted, however, indirectly by Mr. Crites. He added that there might be no set formula at all covering all markets.

Another station representative said flatly he would refuse to offer the plan to his clients or take the initiative in any way.

Mr. Crites said the campaign will get underway early in March but denied that station representatives would be bypassed on any discussions.

An official of Knox Reeves Advertising, Minneapolis, GM agency, said earlier that "we will try to establish the same sort of plan as last year, but with modifications." He said a "great many" stations—he described it as "enough"—had evidenced interest in it.

Neither the agency executive nor Mr. Crites felt at this time that the single daytime-nighttime rate card adopted by some stations, including ABC's o & o properties, would have an immediate bearing on the plan for 1953—and probably not, in fact, until an established trend takes place.

Video Costs Going Up, Pabst's Fraser Says

TELEVISION costs are going up and still are far from the top. Television, in fact, is a "tremendous, beautiful, frightening and expensive medium" and advertisers must maintain a balance between expenditures and actual returns.

Mr. Fraser

These opinions were expressed by Forrest Fraser, vice president of Pabst Brewing Co., in a luncheon address before the Chicago Federated Ad Club last Tuesday.

Mr. Fraser, who coordinates his firm's advertising, sales and merchandising activities, said advertising by itself will not sell products. He suggested a "sales hook" at the point of selling and follow-through on advertising programs.

Citing Pabst's sponsorship of the Gavilan-Davey championship fight on CBS-TV, he said the firm had used newspaper ads asking readers to buy Pabst beer "because we brought you the fights."

Toni Mulling New Daytime Buy

TONI division of the Gillette Co., which has earmarked over $9 million for radio-TV in its 1953 advertising budget, last week was understood to be in the early stages of negotiation for a new quarter or half hour daytime segment, across the board, on ABC radio.

This move was reported to be under study as the Toni firm laid the groundwork for cancellation of *Crime Letter From Dan Dodge* on ABC Fridays to make room for *Fun For All*, now Saturdays on CBS Radio. The program would continue on CBS Radio, it was understood. Latter features Bill Cullen and Arlene Francis.

The identity of the product and the agency was not known. Toni also has reportedly been considering the dropping of *It Happens Every Day*, 3:55-4 p.m. daily, and sponsored four times weekly by Toni, on CBS Radio, and substituting another show, though the format was undetermined.

Toni is expected to spend about $3 million on TV and about $6.4 million on radio this year [B•T, Feb. 16].

NEW BUSINESS

Spot

Dixie Distributors, Birmingham, Ala. (Norge appliance distributors), has started *Uncle Bob's Dixie Varieties* on 22 Alabama stations for 1[illegible] weeks.

City of Cars, L. A. (used car dealers), started two 75-minute feature films weekly and half-hour weekly *Freddy Martin Show* on KLAC-TV Hollywood, for 13 weeks from Feb. 11 and 13, respectively. Also started were weekly feature films on KNXT (TV), KTLA (TV) and KHJ-TV that city. Firm is using TV spot announcements on KTLA (TV), KNXT (TV) and KNBH (TV) with similar campaigns on radio, using KFWB, KMPC, KECA, KBIG and KGFJ. Agency: Irwin Co., L. A.

Network

American Bakers Assn., Chicago, started *Bakers Theatre of Stars* on CBS Radio, Feb. 22, 6-6:30 p.m. EST. Agency: Foote, Cone & Belding Inc., Hollywood.

River Brand Rice Mills Inc., N. Y., sponsoring 3:30-3:40 p.m. EST Wednesday portion of *The Paul Dixon Show* (DuMont, Mon.-Fri., 3-4 p.m. EST), for 13 weeks, effective last Wednesday. Agency: Donahue & Coe, N. Y.

Philip Morris & Co., N. Y., renews *My Little Margie* on CBS Radio, Sun., 8:30-9 p.m. EST, for 13 weeks from April 5. Agency: Biow Co., Hollywood.

General Baking Co., N. Y., has renewed *Hopalong Cassidy*, NBC-TV film series, in 23 markets. Agency: BBDO, N. Y.

T. H. Estabrooks Co., Ltd., St. John, N. B. (Red Rose tea and coffee) on March 6 for 13 weeks starts *Treasure Trail* on 30 Dominion network stations, Fri. 8:30-9 p.m. Agency: McConnell, Eastman & Co., Montreal.

Animal Foundation Inc. (Hunt Club dog food) signs to sponsor the *Galen Drake Show* on CBS Radio, Sat., 10-10:15 a.m., effective March 1. Agency: Moser & Cotins, Utica, N. Y.

Blue Jay Products Div., Kendall Co., placing one-minute radio spot campaign on 309 Keystone Broadcasting System stations on 13 and 26 week schedule beginning today (Monday). Agency: Leo Burnett Co., Chicago.

Agency Appointment

Storer Bcstg. Co., N. Y., appoints Wexton Co., N. Y. Account executive is **Larry Schwartz.**

Carroll Dunham Smith Pharmacal Co., New Brunswick, N. J., appoints Doherty, Clifford, Steers & Shenfield, N. Y.

Taylor Provision Co., Trenton, N. J. (Taylor pork roll), appoints Al Paul Lefton, Phila., to handle advertising.

G. G. Inc., San Gabriel, Calif. (Pinwae home permanent), appoints Byron H. Brown & Staff, L. A. Radio-TV will be used. Account executive is **John M. Farrell.**

La Premiata Macaroni Corp., Connelsville, Pa., appoints Adv. Syndicate of America, Pittsburgh. TV will be used.

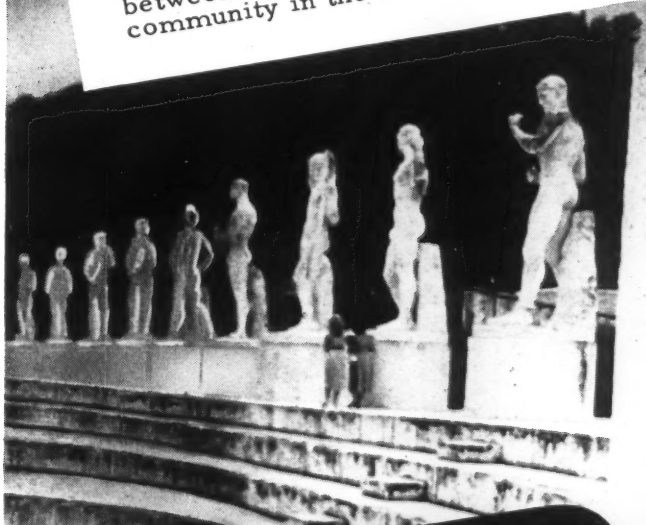
The Italian Influence

In the world of fashions, as in films, food, furniture and American industry and the arts in general, Italian creativeness continues to play a more and more important role in satisfying our demands for better living.

The Italian influence on fashions in clothes, motor cars, home decoration and cuisine has received wide spread publicity and recognition in the past few months.

To you the advertiser, this has a special meaning. More than two million Americans of Italian origin live in and around New York. To them, WOV is the link between the old world and the new. And it is upon this tremendous group that the Italian Influence makes its first and most penetrating impact.

When planning your advertising in New York give careful consideration to the intimate association between WOV and the largest Italian-speaking community in the world.



Originators of *Audited Audiences*

WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

Gown by FONTANA, Rome

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

XUM

1952 POLITICS BRING TV NETWORKS $4.5 MILLION IN GROSS REVENUES

Political groups buy $1,448,092 in network TV time, while Admiral, Philco and Westinghouse tabs total $3,074,810 for conventions and election coverage and related programs, Publishers Information Bureau reports. Much of the time was reclaimed from other sponsors, however, and the appliance trio might have bought other programs.

POLITICS, directly and indirectly, contributed more than $4.5 million to gross revenues of the four TV networks last year, according to data on gross network time sales compiled by Publishers Information Bureau.

Political parties, committees and organizations supporting Presidential and other candidates during the 1952 campaign season purchased a total of $1,448,092 in TV network time at gross rates. Admiral Corp., Philco Corp. and Westinghouse Electric Corp. spent $2,444,553 in sponsoring network telecasts of the Democratic and Republican political conventions in Chicago in July and $213,370 for TV network time to report results of Nov. 4 voting. In addition, Westinghouse bought $416,887 in TV network time for its *Pick the Winner* series, presenting candidates and party spokesmen during the interval between conventions and Election Day.

All the more than $4.5 million in time sales was not that much additional revenue for the TV networks, however. Some of the time used for campaign speeches, convention and election coverage was reclaimed from other advertisers normally sponsoring programs during those periods and so represented no additional income, nor profit, for the TV networks.

P&G Top Client

Also, if Admiral, Philco and Westinghouse had not sponsored these political events, they might have purchased TV network time for other programs. But it is a reasonable conclusion that the Presidential campaign of 1952 left the TV networks richer in dollars as well as in experience in political telecasting.

In December, Procter & Gamble Co. was again top client of the TV networks and again the only advertiser to purchase more than a million dollars' worth of time from them (at gross rates). For other top TV network advertisers see Table I. Leading advertiser for each category of TV network advertising is shown in Table II. Table III lists total expenditures of each advertising class for TV network time during December and the complete year of 1952, compared to the same month and the full year of 1951.

* * *

TABLE I

TOP 10 TV NETWORK ADVERTISERS IN DECEMBER 1952

1	Procter & Gamble Co.	$1,439,430
2	Colgate-Palmolive-Peet Co.	875,722
3	Lever Brothers Co.	741,689
4	R. J. Reynolds Tobacco Co.	737,363
5	American Tobacco Co.	634,163
6	General Motors Corp.	481,571
7	General Foods Corp.	478,626
8	Liggett & Myers Tobacco Co.	454,630
9	Pillsbury Mills	425,776
10	General Mills Inc.	404,060

* * *

TABLE II

LEADING TV NETWORK ADVERTISER IN EACH PRODUCT GROUP FOR DECEMBER 1952

Category	Advertiser	Gross Time Expenditures
Agriculture & Farming	Allis-Chalmers	$ 25,738
Apparel, Footwear & Access.	International Shoe	51,102
Automotive, Auto. Access. & Equip.	General Motors	404,201
Beer, Wine & Liquor	Pabst Brewing	196,220
Bldg. Materials, Equip. & Fixtures	Glidden Co.	9,255
Confectionery & Soft Drinks	Pepsi Cola	109,140
Consumer Services	Arthur Murray School	22,056
Drugs & Remedies	American Home Prod.	216,660
Entertainment & Amusements	20th Century-Fox Film	4,515
Food & Food Products	General Foods	478,626
Gasoline, Lubricants & Other Fuels	Texas Co.	135,825
Household Equip. & Supplies	General Electric	302,760
Household Furnishings	Armstrong Cork	96,150
Industrial Materials	Reynolds Metals	105,780
Insurance	Mutual Benefit Health & Accident	89,683
Jewelry, Optical Goods & Cameras	Speidel	110,475
Office Equip., Stationery & Writing Supplies	Hall Bros.	122,470
Publishing & Media	Curtis Publishing	60,930
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	149,100
Smoking Materials	R. J. Reynolds	737,363
Soaps, Cleansers & Polishes	Procter & Gamble	1,172,565
Sporting Goods & Toys	Lionel Corp.	30,436
Toiletries & Toilet Goods	Colgate-Palmolive-Peet	670,090
Miscellaneous	Quaker Oats	49,980

* * *

'Lucy' Leads 'Hooperade'

FOR THE second straight month, CBS-TV's *I Love Lucy* placed first in all six cities covered by C. E. Hooper Inc.'s January "Hooperade of Stars", and *Dragnet, Groucho Marx Show,* and *Colgate Comedy Hour* with Bob Hope, all on NBC-TV, and *Our Miss Brooks* on CBS-TV placed among the first 15 in all the cities. Cities were New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

NIELSEN REINSTATES TV PERCENT IN HOMES

A. C. Nielsen Co., Chicago and New York market research firm, has reinstated its practice of listing percentage of homes reached by programs appearing in its TV ratings.

The reversal was prompted by the interest shown in the percentage listing, it was understood. The table was dropped fortnight ago [B•T, Feb. 9] because of "misunderstanding" over the comparative popularity of ratings, particularly with reference to the number of one-station TV markets, it was explained.

The practice of listing TV percentages was dropped with the ratings for the two weeks ending Jan. 10. It was reinstated with ratings for the week of Jan. 24, released last week.

Total Jan. 24 report follows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,015
2	Inaugural Day Ceremonies (General Motors Corp.) (NBC)	13,148
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	11,449
4	Texaco Star Theatre (NBC)	11,010
5	Colgate Comedy Hour (NBC)	10,881
6	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	9,908
7	Dragnet (NBC)	9,451
8	You Bet Your Life (NBC)	9,170
9	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	9,088
10	Pabst Blue Ribbon Bouts (CBS)	9,025

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	71.7
2	Inaugural Day Ceremonies (General Motors Corp.) (NBC)	67.6
3	Arthur Godfrey's Scouts (CBS)	64.5
4	Texaco Star Theatre (NBC)	58.0
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	57.8
6	Colgate Comedy Hour (NBC)	52.2
7	Dragnet (NBC)	49.1
8	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	48.2
9	G. M. Motorama (NBC)	47.9
10	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	46.6

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TABLE III

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR DECEMBER AND JANUARY-DECEMBER 1952, COMPARED TO SAME PERIOD 1951

	Dec. 1952	Year 1952	Dec. 1951	Year 1951
Agriculture & Farming	$ 25,738	$ 25,738	$	$ .....
Apparel, Footwear & Acces.	224,008	2,985,411	316,250	3,141,422
Automotive, Auto. Access. & Equip.	1,377,833	15,464,800	1,220,854	11,050,501
Beer, Wine & Liquor	586,284	5,649,525	609,972	5,755,686
Bldg. Materials, Equip. & Fixtures	9,255	448,889	64,890	125,320
Confectionery & Soft Drinks	474,496	5,042,282	471,888	3,410,763
Consumer Services	22,056	328,884	16,290	402,307
Drugs & Remedies	820,659	6,102,734	477,727	2,799,894
Entertainment & Amusements	4,990	8,865	.....	.....
Food & Food Products	3,255,533	33,806,938	2,635,229	25,839,983
Gasoline, Lubricants & Other Fuels	322,426	3,613,094	329,160	2,925,134
Horticulture	.....	12,370	.....	.....
Household Equip. & Supplies	1,048,558	11,460,099	1,003,122	8,528,403
Household Furnishings	249,064	2,327,885	234,572	3,555,518
Industrial Materials	381,716	3,924,505	293,553	2,719,452
Insurance	$ 114,838	$ 605,061	$ 35,380	$ 391,370
Jewelry, Optical Goods & Cameras	313,741	2,401,070	203,272	1,992,914
Office Equip., Stationery & Writing Supplies	172,395	1,501,630	217,265	918,065
Political	.....	1,448,092	.....	.....
Publishing & Media	98,732	849,540	39,510	864,094
Radios, TV Sets, Phonographs, Musical Instruments & Access.	359,620	5,681,761	433,940	4,660,996
Retail Stores & Direct by Mail	.....	915,842	146,600	2,049,256
Smoking Materials	2,776,847	28,430,197	1,989,050	17,993,092
Soaps, Cleansers & Polishes	2,093,326	21,004,194	1,375,435	11,037,695
Sporting Goods & Toys	32,796	85,899	.....	.....
Toiletries & Toilet Goods	2,550,559	24,803,774	1,950,417	16,455,364
Miscellaneous	146,746	1,865,701	182,685	1,372,484
Total	$17,462,216	$180,794,780	$14,247,061	$127,989,713

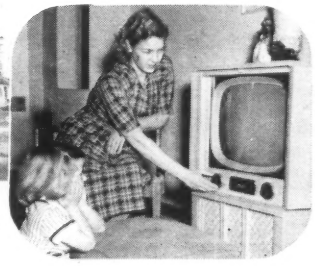
This is SAGINAW, MICHIGAN

IN SAGINAW'S NEW SOUTHWEST SUBDIVISION

89 out of 126 homes

HAVE TELEVISION SETS, and regularly view WJIM-TV, Lansing . . . the station that serves 5 MAJOR MARKETS in Michigan — Saginaw, Flint, Lansing, Battle Creek, Jackson.

This new home area is representative of the city of Saginaw . . . a steadily growing industrial center of 25,000 homes and 5 great General Motors plants.



Mrs. Elmer Fuhrhop, of Saginaw, pictured here with 4-year-old daughter, Linda, says: "Our family enjoys many hours of wonderful entertainment through WJIM-TV every day."

You get 100% of the audience when you buy WJIM-TV. It's a market of ONE MILLION PEOPLE with annual retail sales of more than ONE BILLION DOLLARS!

MICHIGAN'S AREA STATION

serving 5 major markets

Lansing, Saginaw, Flint
Battle Creek, Jackson

WJIM-TV

Lansing, Channel 6

XUM

63.1% of Bridgeport Families Listen to Radio Station WICC AT LEAST ONE HOUR EVERY DAY!*

PERCENTAGE OF FAMILIES WHO LISTEN TO WICC AT LEAST ONE HOUR PER DAY IN THE 12 COMMUNITIES SURVEYED!

BRIDGEPORT	63.1%	DERBY	67.6%
FAIRFIELD	54.3%	WEST HAVEN	28.0%
STRATFORD	54.3%	ANSONIA	70.6%
NORWALK	45.0%	HAMDEN	30.0%
NEWTOWN	45.0%	SHELTON	61.8%
NEW HAVEN	28.4%	EAST HAVEN	45.0%

Yes, it's true! A recent survey by Forman Market Research proved beyond a doubt that by far more Bridgeport and neighboring families listen to WICC than any other radio station in this area. What's more, 91.5% of these families knew that radio station WICC was putting WICC-TV, Channel 43 on the air. Yet, WICC radio was the *only medium used to exploit WICC-TV!* If you're looking for complete coverage of the Bridgeport area, WICC-TV and AM are musts! See your Adam J. Young, Jr. representative or write direct.

COMPLETE SURVEY RESULTS ON REQUEST.

WICC TV
AM 600
CHANNEL 43
BRIDGEPORT, CONN.

NEW RTMA DATA SHOW SHIPMENTS OF TV SETS TO DEALERS

For first time, destination of TV sets after leaving factory is disclosed by trading areas. Figures, however, are not to be confused with tables showing number of TV homes in areas served by each TV station.

FIRST television set figures showing where manufacturers have shipped video receivers since 1946 have been compiled by Radio-Television Mfrs. Assn.

The new figures were made public over the weekend by RTMA, based on compilations by William F. E. Long, RTMA director of statistics. They cover the period from 1946 through the third quarter of 1952.

Since production of TV sets started after the war, manufacturers have shipped 19,175,738 receivers to dealers in the United States (through September, 1952), according to Mr. Long's tabulations.

This breakdown of shipments it based on Rand McNally trading areas. Rand McNally breaks down the nation into 60 arbitrary trading areas. These areas bear no relation to the metropolitan area classes used by the U. S. Census Bureau in publishing results of the 1950 decennial census.

Mr. Long makes clear that the RTMA figures do *not* attempt to show TV circulation—that is, the number of TV homes in any given area.

On the other hand, they show for the first time total sales to dealers. In other words the data reveal the areas where TV sets have gone after leaving the factory. Their basic purpose is to show each manufacturer what percentage of an individual market he has, based on shipments to dealers.

The RTMA figures have been condensed by BROADCASTING • TELECASTING to show 60 major trading areas, as classified by Rand McNally, with principal subdivisions. This table, however, does not show detailed county and city breakdowns in some of the major areas, since the RTMA figures are not broken

TELESTATUS®

Weekly TV Set Summary—February 23, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	24,934
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	20,459
Baltimore	WAAM, WBAL-TV, WMAR-TV	460,684
Bangor	WABI-TV	14,240
Baton Rouge	WAFB-TV	.....
Binghamton	WNFB-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	150,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	1,002,032
Buffalo	WBEN-TV	328,419
Charlotte	WBTV	290,683
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,316,491
Cincinnati	WCPO-TV, WKRC-TV, WLWT	395,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	14,500
Columbus	WBNS-TV, WLWC, WTVN	274,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	169,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	268,000
Denver	KFEL-TV, WWJ-TV, WXYZ-TV	817,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	17,250
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	152,417
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	232,000
Huntington-Charleston	WSAZ-TV	175,117
Indianapolis	WFMB-TV	327,000
Jackson	WJTV	.....
Jacksonville	WMBR-TV	95,100
Johnstown	WJAC-TV	599,215
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	271,890
Lancaster	WGAL-TV	204,774
Lansing	WJIM-TV	168,395
Lincoln	KOLN-TV	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,490,827
Louisville	WAVE-TV, WHAS-TV	226,915
Lubbock, Tex.	KDUB-TV	17,500
Lynchburg	WLVA-TV	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	186,037
Miami	WTVJ	169,900
Milwaukee	WTMJ-TV	407,830
Minn.-St. Paul	KSTP-TV, WCCO-TV	354,000
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	102,938
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	149,721
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	157,340
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	173,917
Peoria	WEEK-TV	.....
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,157,000
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	552,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Pueblo	KDZA-TV	13,000
Reading	WHUM-TV	.....
Richmond	WTVR	160,427
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	169,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	117,750
San Antonio	KEYL, WOAI-TV	127,599
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	510,000
Schenectady-Albany-Troy	WRGB	256,350
Seattle	KING-TV	232,700
South Bend	WSBT-TV	20,000
Spokane	KHQ-TV, KXLY-TV	18,319
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	211,342
Toledo	WSPD-TV	223,000
Tucson	KOPO-TV	.....
Tulsa	KOTV	134,275
Utica-Rome	WKTV	87,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	425,983
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	130,424
York	WSBA-TV	21,000
Youngstown	WKBN-TV	.....

Total Stations on Air 138* Total Markets on Air 88*

Total Sets in Use 21,234,420

*** Includes XELD-TV Matamoros, Mexico**

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
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225,000
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
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down that fine.

Mr. Long told BROADCASTING • TELECASTING that broadcasters should be careful to distinguish between these figures and set circulation figures covering major cities having TV stations as shown in the circulation table on page 35 and in other circulation estimates.

He emphasized the need of recognizing what the RTMA figures do not show. These "do not show" factors, he said, are: Obsolescence of sets; trans-dealer shipments from one trading area to another; TV set inventories on the shelves of dealers; kits or parts made and installed a few years ago (now produced in relatively small quantity); exports to other countries.

RTMA has no reliable information concerning these "do not show" factors, according to Mr. Long, nor does it attempt to show movement of population.

The new RTMA figures will serve as benchmarks (foundation points for future projections), according to Mr. Long. He said work is moving ahead on revised tables showing set shipments through the entire year of 1952. These will be ready in a month or so, he estimated.

The Rand McNally trading area breakdown is illustrated by Area No. 1, Albany, N. Y. In the RTMA set shipment data, Albany trading area is split into three main subdivisions—Albany; Bennington, Vt., and Plattsburg, N. Y. Troy and Schenectady are included in the first of the three subdivisions, Albany.

The Rand McNally list of major and basic trading areas is published separately by RTMA for use in connection with studies of TV set shipment figures.

Albany Subdivision

This list includes the following areas for the Albany subdivision: Albany; Berkshire, Mass.; Columbia, N. Y.; Fulton, N. Y.; Greene, N. Y.; Hamilton, N. Y.; Montgomery, N. Y.; Rensselaer, N. Y. (includes Troy); Saratoga, N. Y.; Schenectady, N. Y. (includes city of Schenectady); Schoharie, N. Y.; Warren, N. Y.; Washington, N. Y.

The Bennington, Vt., subdivision includes only Bennington.

The Plattsburg, N. Y., subdivision includes Clinton, Essex and Franklin, N. Y.

As a basic figure, RTMA took the Census Bureau's official count of TV sets in every county, city and area in the U. S. as of April 1950. At that time fewer than 5 million TV sets had been manufactured but the Census Bureau's compilation has been generally accepted as accurate (as of April 1950). By the end of 1952 TV circulation was at the 20 million mark, four times the figure at the time the census was taken.

When census data were collected, RTMA had figures showing set shipments by counties as made available by RTMA member manufacturers (estimated at about three-fourths of total TV set production).

Starting Jan. 1, 1951, RTMA began assembling monthly dealer figures for the entire manufacturing industry, using what it considered reliable projections to include nonmember production. These figures were collected by a private auditing firm. Since Jan. 1, 1952, RTMA has handled its own statistics, though not even RTMA officers and members have access to production figures of individual manufacturers. These individual figures are carefully safeguarded to prevent any disclosure.

Mr. Long and his staff of nine faced the job of tracing set shipment data back to 1946 and projecting the figures to cover the entire industry, members and non-members. Then, taking the April 1, 1950, U. S. Census Bureau TV figures, RTMA has added set shipment figures for the last nine months of 1950; all of 1951; three quarters of 1952.

The total figures are those shown in the attached table. Since they are set shipment figures, they do not show dealers' stocks. RTMA explained that retail inventories were high in the third quarter of 1952 but that they are now declining.

The table shows trading areas by 60 areas and major subdivisions; number of radio homes (April 1950); total TV sets shipped to area (to Oct. 1, 1952), and percentage of TV sets shipped to Oct. 1, 1952 compared to total radio homes in 1950:

* * *

Trading Areas	No. Radio Homes April 1, 1950	TV Sets Shipped Thru 3rd Quarter '52	TV Sets as % of Radio Homes
ALBANY, N. Y.			
Albany, N. Y.	291,545	211,071	72.38
Bennington, Vt.	6,670	2,017	30.24
Plattsburg, N. Y.	33,430	3,499	10.47
Sub Total	331,645	216,587	65.33
ALBUQUERQUE, N. M.			
Albuquerque, N. M.	50,715	14,755	29.09
Gallup, N. M.	8,965	378	4.21
Santa Fe, N. M.	14,055	526	3.74
Sub Total	73,735	15,659	21.24
AMARILLO, TEXAS			
Amarillo, Tex.	78,865	1,875	2.38
Clovis, N. M.	16,845	149	.89
Lubbock, Tex.	72,240	854	1.19
Sub Total	167,950	2,878	1.71
ATLANTA, GA.			
Albany, Ga.	52,460	2,695	5.14
Athens, Ga.	36,345	8,308	22.86
Atlanta, Ga.	297,430	184,553	62.05
Chattanooga, Tenn.	138,055	13,609	9.86
Columbus, Ga.	84,705	9,511	11.24
Gainesville, Ga.	25,810	8,015	31.05
Macon, Ga.	102,560	11,111	10.83
Sub Total	737,365	237,802	32.25
BALTIMORE, MD.			
Baltimore, Md.	396,175	326,592	82.44
Salisbury, Md.	46,270	12,011	25.96
Sub Total	442,445	338,603	76.54
BIRMINGHAM, ALA.			
Anniston, Ala.	26,640	4,823	18.11
Birmingham, Ala.	279,690	97,100	34.71
Columbus, Miss.	44,970	1,622	3.62
Dothan, Ala.	31,865	733	2.29
Florence, Ala.	49,895	2,430	4.87
Gadsden, Ala.	49,165	8,328	16.94
Huntsville, Ala	24,320	1,110	4.57
Montgomery, Ala.	89,290	3,260	3.63
Sub Total	595,835	119,406	20.04
BISMARCK, N. D.			
Bismarck, N. D.	39,300	286	.73
Glendive, Mont.	9,525	100	1.05
Minot, N. D.	30,780	305	.99
Sub Total	79,605	691	.88
BOSTON, MASS.			
Barre, Vt.	30,160	906	2.99
Boston, Mass.	840,270	690,596	82.19
Brattleboro, Vt.	7,845	246	3.13
Burlington, Vt.	28,890	3,286	11.38
Concord, N. H.	44,865	6,129	13.65
Dover, N. H.	18,530	8,098	43.70
Manchester, N. H.	65,070	36,803	56.56
Providence, R. I.	327,610	236,963	72.33
Rutland, Vt.	23,705	4,234	17.86
Springfield, Mass.	148,955	65,843	44.20
Worcester, Mass.	147,770	106,009	71.73
Sub Total	1,683,670	1,159,113	68.84
BUFFALO, N. Y.			
Bradford, Pa.	31,810	2,309	7.26
Buffalo, N. Y.	364,880	294,513	80.71
Elmira, N. Y.	99,290	24,481	24.67
Erie, Pa.	81,890	54,869	67.00
Jamestown, N. Y.	51,505	18,886	36.66
Rochester, N. Y.	182,205	141,868	77.86
Sub Total	811,580	536,926	66.15
BUTTE, MONTANA			
Butte, Mont.	25,350	172	.68
Kalispell, Mont.	13,480	156	1.16
Missoula, Mont.	22,650	103	.45
Sub Total	61,480	431	.70
CHARLOTTE, N. C.			
Asheville, N. C.	122,830	18,043	14.69
Charlotte, N. C.	155,750	60,391	38.77
Columbia, S. C.	116,675	11,572	9.92
Durham, N. C.	48,440	11,746	24.24
Fayetteville, N. C.	38,095	1,868	4.90
Florence, S. C.	52,055	2,994	5.75
Gastonia, N. C.	64,750	23,649	36.52
Greensboro, N. C.	99,040	37,425	37.79
Greenville, S. C.	96,015	12,169	12.67
Raleigh, N. C.	86,305	10,434	12.09
Spartanburg, S. C.	49,725	11,152	22.43
Winston-Salem, N. C.	87,345	25,207	28.85
Sub Total	1,017,025	226,650	22.28
CHICAGO, ILLINOIS			
Aurora, Ill.	65,345	38,206	58.47
Benton Harbor, Mich.	33,170	16,186	48.80
Bloomington, Ill.	32,670	3,413	10.44
Champaign, Ill.	26,090	1,419	5.44
Chicago, Ill.	1,533,845	1,267,803	82.66
Danville, Ill.	25,535	2,207	8.64
Davenport, Iowa	55,625	42,017	75.53
Dubuque, Iowa	56,260	7,564	13.44
Freeport, Ill.	19,405	2,004	10.33
Galesburg, Ill.	40,990	12,042	29.38
Kankakee, Ill.	34,490	13,030	37.78
Moline-Rock Island, Ill.	90,185	50,993	56.54
Ottawa, Ill.	34,705	6,742	19.43
Peoria, Ill.	104,245	17,762	17.05
Rockford, Ill.	83,025	11,381	13.71
South Bend, Ind.	124,280	51,339	41.31
Sub Total	2,359,865	1,544,108	65.43
CINCINNATI, OHIO			
Charleston, W. Va.	153,645	37,331	24.30
Cincinnati, Ohio	404,075	336,146	73.18
Dayton, Ohio	172,165	166,012	96.43
Huntington, W. Va.	146,200	51,594	35.29
Lexington, Ky.	105,625	11,610	10.99
Portsmouth, Ohio	33,790	11,549	34.18
Richmond, Ind	27,730	14,874	53.64
Sub Total	1,043,230	629,116	60.30
CLEVELAND, OHIO			
Akron, Ohio	144,925	109,694	75.69
Canton, Ohio	149,860	92,388	61.65
Cleveland, Ohio	486,895	441,452	90.66
Mansfield, Ohio	35,525	17,235	48.51
Sandusky, Ohio	26,480	14,134	53.37
Youngstown, Ohio	111,495	62,514	56.07
Sub Total	955,180	737,417	77.20
COLUMBUS, OHIO			
Columbus, Ohio	251,720	197,282	78.37
Marion, Ohio	36,660	19,565	53.37
Springfield, Ohio	48,890	32,049	65.55
Zanesville, Ohio	55,515	13,126	23.64
Sub Total	392,785	262,022	66.71
DALLAS, TEXAS			
Abilene, Tex.	62,710	1,125	1.79
Dallas, Tex.	308,740	132,470	42.90
Fort Worth, Tex.	149,725	72,156	48.19
Paris, Tex.	130,465	592	.45
San Angelo, Tex.	55,215	630	1.14
Tyler, Tex.	100,315	4,534	4.51
Waco, Tex.	133,900	7,898	5.90
Wichita Falls, Tex.	71,305	2,033	2.85
Sub Total	1,012,375	221,438	21.87
DENVER, COLORADO			
Casper, Wyo.	19,555	120	.61
Cheyenne, Wyo.	19,620	728	3.71
Colorado Springs, Colo.	29,150	1,155	3.96
Denver, Colo.	237,170	40,895	17.24
Durango, Colo.	12,995	146	1.12
Grand Junction, Colo.	29,455	303	1.03
Pueblo, Colo.	60,600	865	1.43
Raton, N. M.	9,360	47	.50
Scottsbluff, Neb.	31,680	266	.84
Trinidad, Colo.	6,135	52	.85
Sub Total	455,720	44,577	9.78
DES MOINES, IOWA			
Burlington, Iowa	37,520	9,272	24.71
Cedar Rapids, Iowa	63,680	10,825	17.00
Des Moines, Iowa	194,580	70,873	36.42
Fort Dodge, Iowa	39,925	11,428	28.62
Mason City, Iowa	53,975	3,864	7.15
Ottumwa, Iowa	57,190	4,628	8.09
Waterloo, Iowa	66,795	5,382	8.05
Sub Total	513,665	116,272	22.63
DETROIT, MICHIGAN			
Alpena, Mich.	15,000	222	1.48
Bay City, Mich.	40,140	5,075	12.63
Detroit, Mich.	867,810	696,136	80.21
Flint, Mich.	98,155	42,219	43.01
Jackson, Mich.	38,815	11,975	30.85
Lansing, Mich.	68,025	28,535	41.95
Port Huron, Mich.	34,290	15,815	46.12
Saginaw, Mich.	88,400	21,646	24.48
Sault Ste. Marie, Mich.	11,265	100	.89
Sub Total	1,261,900	821,723	65.12
DULUTH, MINN.			
Bemidji, Minn.	13,865	170	1.23
Duluth, Minn.	144,565	4,384	3.03
Sub Total	158,430	4,554	2.87

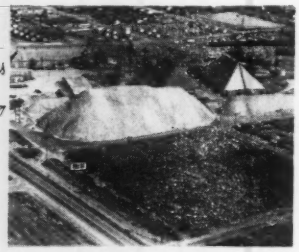
Trading Areas	No. of Radio Homes April 1, 1950	TV Sets Shipped Thru 3rd Quarter '52	TV Sets as % of Radio Homes
EL PASO, TEXAS			
Paso, Tex.	105,091	1,526	1.45
Roswell, N. M.	29,595	166	.56
Sub Total	134,686	1,692	1.25
EVANSVILLE, IND.			
Evansville, Ind.	214,385	13,481	6.29
Hopkinsville, Ky.	15,105	1,700	11.25
Sub Total	229,490	15,181	6.61
FARGO, N. D.			
Fargo, N. D.	92,480	1,117	1.21
Grand Forks, N. D.	68,290	747	1.10
Sub Total	160,770	1,864	1.16
GRAND RAPIDS, MICH.			
Battle Creek, Mich.	41,685	23,702	56.86
Cadillac, Mich.	10,810	493	4.56
Grand Rapids, Mich.	147,775	79,712	53.94
Kalamazoo, Mich.	65,420	38,285	58.52
Manistee, Mich.	12,710	1,000	7.87
Muskegon, Mich.	43,625	14,905	34.17
Petoskey, Mich.	10,850	246	2.27
Traverse City, Mich.	12,680	482	3.79
Sub Total	345,555	158,825	45.96
GREAT FALLS, MONT.			
Billings, Mont.	34,260	212	.62
Bozeman, Mont.	10,470	44	.42
Glasgow, Mont.	8,500	38	.44
Great Falls, Mont.	28,465	235	.83
Havre, Mont.	7,795	60	.77
Helena, Mont.	7,970	40	.50
Miles City, Mont.	9,855	25	.25
Sheridan, Wyo.	10,550	82	.78
Sub Total	117,865	736	.62
HOUSTON, TEXAS			
Beaumont, Tex.	66,375	7,464	11.24
Houston, Tex.	328,490	156,384	47.60
Sub Total	394,865	163,848	41.49
INDIANAPOLIS, IND.			
Anderson, Ind.	30,470	22,046	72.34
Indianapolis, Ind.	309,120	213,615	69.10
Kokomo, Ind.	66,675	20,974	31.44
Lafayette, Ind.	35,915	6,836	19.03
Muncie, Ind.	46,005	21,177	46.03
Terre Haute, Ind.	107,650	23,569	21.89
Sub Total	595,835	308,217	51.72
JACKSONVILLE, FLA.			
Brunswick, Ga.	9,890	2,308	23.34
Jacksonville, Fla.	162,985	59,480	36.49
Tallahassee, Fla.	58,700	1,722	2.92
Valdosta, Ga.	18,875	731	3.87
Waycross, Ga.	24,505	1,527	6.23
Sub Total	274,955	65,768	23.92
KANSAS CITY, MO.			
Hays, Kan.	34,600	412	1.19
Joplin, Mo.	104,315	8,000	7.67
Kansas City, Mo.	345,345	155,055	44.89
St. Joseph, Mo.	92,170	17,042	18.50
Salina, Kan.	45,605	882	1.93
Sedalia, Mo.	27,505	2,691	9.78
Topeka, Kan.	77,350	11,722	15.15
Sub Total	726,890	195,804	26.93
KNOXVILLE, TENN.			
Bluefield, W. Va.	74,620	4,066	5.45
Bristol, Va.-Tenn.	104,200	4,422	4.24
Hazard, Ky.	25,885	961	3.71
Knoxville, Tenn.	204,095	5,288	2.59
Somerset, Ky.	20,375	482	2.36
Sub Total	429,175	15,219	3.54
LITTLE ROCK, ARK.			
El Dorado, Ark.	37,705	489	1.30
Hot Springs, Ark.	28,755	309	1.07
Little Rock, Ark.	169,175	5,536	3.27
Texarkana, Tex.-Ark.	79,890	1,632	2.03
Sub Total	315,525	7,966	2.52
LOS ANGELES, CALIF.			
Bakerfield, Cal.	60,110	10,785	17.94
Las Vegas, Nev.	17,230	191	1.11
Los Angeles, Cal.	1,421,300	1,193,123	83.96
San Bernardino, Cal.	146,700	66,777	45.51
San Diego, Cal.	162,370	117,242	72.20
Santa Barbara, Cal.	44,845	7,785	17.36
Sub Total	1,852,555	1,395,903	75.35
LOUISVILLE, KY.			
Bowling Green, Ky.	33,130	4,460	13.45
Frankfort, Ky.	9,485	959	10.11
Louisville, Ky.	253,175	132,623	52.38
Sub Total	295,790	138,042	46.66
MEMPHIS, TENN.			
Greenville, Miss.	38,190	876	2.29
Greenwood, Miss.	43,805	1,919	4.38
Jackson, Miss.	114,380	1,850	1.62
Jackson, Tenn.	84,045	10,049	11.95
Jonesboro, Ark.	43,810	9,089	20.75
Memphis, Tenn.	258,890	100,227	38.71
Paducah, Ky.	33,325	1,259	3.77
Tupelo, Miss.	50,755	3,864	7.61
Sub Total	667,200	129,133	19.35
MIAMI, FLORIDA			
Miami, Fla.	179,325	89,507	49.92
West Palm Beach, Fla.	44,965	2,107	4.68
Sub Total	224,290	91,614	40.84
MILWAUKEE, WIS.			
Appleton, Wis.	21,425	856	3.99
Escanaba, Mich.	11,345	111	.97
Fond du Lac, Wis.	23,080	4,266	18.47
Green Bay, Wis.	51,690	1,605	3.10
Houghton, Mich.	16,870	136	.80
Kenosha, Wis.	21,510	14,283	66.40
Madison, Wis.	70,720	4,864	6.88
Marinette, Wis.	31,515	538	1.70
Marquette, Mich.	15,230	125	.82
Milwaukee, Wis.	310,445	234,304	75.47
Oshkosh, Wis.	38,430	2,213	5.76
Racine, Wis.	42,870	19,141	44.65
Sheboygan, Wis.	41,385	14,137	34.16
Wausau, Wis.	89,930	1,393	1.56
Sub Total	786,445	297,972	37.88
MINNEAPOLIS-ST. PAUL, MINN.			
Aberdeen, S. D.	26,905	304	1.13
Eau Claire, Wis.	52,480	5,168	9.85
LaCrosse, Wis.	90,040	3,283	3.65
Mankato, Minn.	46,330	7,817	16.87
Minn.-St. Paul, Minn.	503,425	251,870	50.03
Rochester, Minn.	17,110	2,789	16.29
Watertown, S. D.	14,290	113	.79
Sub Total	750,580	271,344	36.15
NASHVILLE, TENN.			
Columbia, Tenn.	24,985	2,374	9.51
Nashville, Tenn.	189,645	50,241	26.49
Shelbyville, Tenn.	19,575	3,170	16.19
Sub Total	234,205	55,785	23.81
NEW ORLEANS, LA.			
Alexandria, La.	57,030	1,060	1.86
Baton Rouge, La.	93,950	7,950	8.45
Hattiesburg, Miss.	45,915	1,972	4.29
Lake Charles, La.	91,005	2,339	2.57
Meridian, Miss.	39,785	1,095	2.75
Mobile, Ala.	89,407	4,520	5.06
Natchez, Miss.	15,040	371	2.46
New Orleans, La.	285,390	107,766	37.76
Pensacola, Fla.	76,795	1,587	2.06
Sub Total	794,317	128,660	16.20
NEW YORK, N. Y.			
Allentown, Pa.	157,325	103,218	65.64
Binghamton, N. Y.	91,895	51,151	55.66
Hartford, Conn.	195,940	118,755	60.61
New Haven, Conn.	179,425	146,891	81.86
New London, Conn.	39,120	12,432	31.78
New York, N. Y.	3,984,055	3,323,045	83.40
Scranton, Pa.	84,465	19,746	23.38
Trenton, N. J.	69,665	65,526	94.06
Wilkes-Barre, Pa.	122,980	16,219	13.19
Sub Total	4,924,870	3,856,983	78.31
OKLAHOMA CITY, OKLA.			
Ardmore, Okla.	27,850	3,222	11.54
Oklahoma City, Okla.	243,495	79,115	32.49
Sub Total	271,345	82,337	30.34
OMAHA, NEBRASKA			
Council Bluffs, Iowa	61,400	28,320	46.12
Grand Island, Neb.	36,305	991	2.73
Hastings, Neb.	30,305	731	2.41
Lincoln, Neb.	65,450	15,962	24.38
North Platte, Neb.	35,525	428	1.20
Omaha, Neb.	154,095	97,843	63.49
Sub Total	383,080	144,275	37.66
PHILADELPHIA, PA.			
Atlantic City, N. J.	49,305	29,901	60.64
Harrisburg, Pa.	205,165	91,559	44.63
Lancaster, Pa.	60,280	43,831	72.71
Philadelphia, Pa.	999,260	939,838	94.06
Pottsville, Pa.	85,230	25,508	29.93
Reading, Pa.	71,675	56,678	79.07
Williamsport, Pa.	38,665	1,956	5.06
Wilmington, Del.	120,175	105,179	87.52
Sub Total	1,629,755	1,294,450	79.42
PHOENIX, ARIZONA			
Globe, Ariz.	11,465	379	3.30
Phoenix, Ariz.	114,905	38,059	33.11
Tucson, Ariz.	49,855	1,017	2.03
Sub Total	176,225	39,455	22.39
PITTSBURGH, PA.			
Altoona, Pa.	74,305	18,891	25.42
Clarksburg, W. Va.	85,130	5,870	6.90
Cumberland, Md.	43,370	3,324	7.65
Johnstown, Pa.	94,690	53,533	56.52
New Castle, Pa.	28,325	16,127	56.93
Oil City, Pa.	28,430	12,060	42.42
Parkersburg, W. Va.	39,940	3,125	7.82
Pittsburgh, Pa.	758,315	512,274	67.55
Sharon, Pa.	30,225	13,750	45.49
Wheeling, W. Va.	110,790	35,216	31.79
Sub Total	1,293,520	674,170	52.21
PORTLAND, MAINE			
Bangor, Me.	56,780	695	1.22
Berlin, N. H.	11,205	241	2.15
Lewiston, Me.	39,510	983	2.45
Portland, Me.	78,370	14,578	18.60
Presque Isle, Me.	21,240	150	.71
Waterville, Me.	45,570	1,093	2.40
Sub Total	252,675	17,740	7.02
PORTLAND, OREGON			
Baker, Ore.	4,915	35	.71
Bend, Ore.	11,335	55	.49
Eugene, Ore.	51,305	262	.51
Klamath Falls, Ore.	26,185	222	.85
La Grande, Ore.	7,760	39	.49
Marshfield, Ore.	14,620	60	.41
Medford, Ore.	25,665	153	.60
Pendleton, Ore.	15,605	90	.57
Portland, Ore.	275,510	4,009	1.45
Salem, Ore.	66,255	877	1.32
The Dalles, Ore.	9,220	130	1.41
Sub Total	508,375	5,932	1.16
RICHMOND, VIRGINIA			
Charlottesville, Va.	26,830	3,057	11.39
Covington, Va.	17,575	480	2.73
Fredericksburg, Va.	12,200	4,602	37.72
Goldsboro, N. C.	32,790	1,124	3.43
Greenville, N. C.	30,015	2,089	6.96
Lynchburg, Va.	62,310	8,146	13.07
New Bern, N. C.	19,295	525	2.72
Norfolk, Va.	203,145	97,559	48.02
Richmond, Va.	161,470	73,275	45.38
Roanoke, Va.	108,955	10,067	9.24
Rocky Mount, N. C.	45,820	3,855	8.41
Staunton, Va.	30,625	3,527	11.52
Wilmington, N. C.	57,775	896	1.55
Sub Total	808,805	209,202	25.86
ST. LOUIS, MISSOURI			
Cairo, Ill.	78,655	7,178	9.12
Cape Girardeau, Mo.	64,580	5,346	8.27
Columbia, Mo.	43,245	2,863	6.61
Decatur, Ill.	55,950	4,833	8.63
Jefferson City, Mo.	33,810	1,738	5.14
Poplar Bluff, Mo.	18,185	1,392	7.67
Quincy Bluff, Mo.	71,025	5,134	7.23
St. Louis, Mo.	636,370	419,378	65.90
Springfield, Ill.	77,275	9,001	11.65
Springfield, Mo.	92,290	5,098	5.52
Sub Total	1,171,385	461,961	39.43
SALT LAKE CITY, UTAH			
Boise, Idaho	57,905	363	.63
Ogden, Utah	37,645	2,797	7.43
Pocatello, Idaho	45,030	401	.89
Rock Springs, Wyo.	10,615	152	1.44
Salt Lake City, Utah	149,525	66,179	44.26
Twin Falls, Idaho	27,475	207	.74
Sub Total	328,195	70,099	21.35
SAN ANTONIO, TEXAS			
Austin, Tex.	77,870	4,620	5.92
Corpus Christi, Tex.	82,040	4,630	5.64
Harlingen, Tex.	58,265	7,090	12.18
Laredo, Tex.	17,718	507	2.85
San Antonio, Tex.	190,665	73,077	38.33
Sub Total	426,558	89,924	21.09
SAN FRANCISCO, CALIF.			
Eureka, Cal.	23,560	350	1.48
Fresno, Cal.	136,075	4,068	2.99
Reno, Nev.	35,505	712	2.00
Sacramento, Cal.	173,025	26,406	15.26
San Francisco, Cal.	882,745	430,147	48.73
Stockton, Cal.	116,220	31,720	27.29
Sub Total	1,367,130	493,403	36.09
SAVANNAH, GEORGIA			
Augusta, Ga.	77,640	3,985	5.13
Charleston, S. C.	64,470	1,447	2.24
Savannah, Ga.	84,085	3,753	4.46
Sub Total	226,195	9,185	4.06
SEATTLE, WASHINGTON			
Aberdeen, Wash.	21,870	1,321	6.04
Bellingham, Wash.	34,190	2,519	7.36
Everett, Wash.	37,525	8,681	23.13
Olympia, Wash.	31,210	5,642	18.08
Seattle, Wash.	267,575	113,972	42.60
Tacoma, Wash.	127,350	26,534	20.83
Sub Total	519,720	158,669	30.53
SHREVEPORT, LOUISIANA			
Monroe, La.	68,965	1,012	1.46
Shreveport, La.	109,550	1,844	1.68
Sub Total	178,515	2,856	1.60
SIOUX CITY, IOWA			
Huron, S. D.	13,595	107	.79
Mitchell, S. D.	22,110	349	1.58
Pierre, S. D.	10,775	157	1.45
Rapid City, S. D.	28,830	412	1.43
Sioux City, Iowa	146,215	13,193	9.02
Sioux Falls, S. D.	70,635	1,508	2.13
Sub Total	292,160	15,726	5.38
SPOKANE, WASHINGTON			
Lewiston, Idaho	21,945	131	.59
Spokane, Wash.	110,375	2,334	2.11
Walla Walla, Wash.	17,885	103	.58
Wenatchee, Wash.	29,305	314	1.07
Sub Total	179,510	2,882	1.60

XUM

We've got the money and we've got the time!

Here is the nation's third largest inland cotton market and the "cotton-oil capital of the world"*! Here are 317,000 potential customers, a $389,756,000 TV market!

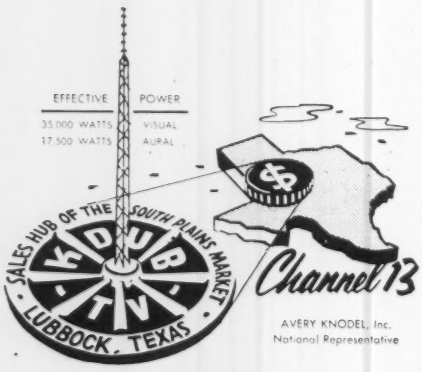
* Replaced Memphis, Tenn.



a typical West Texas cotton-oil mill (the "mountains" are cottonseed!)

KDUB-TV, LUBBOCK – FIRST ON THE SOUTH PLAINS, FIRST IN WEST TEXAS . . . the station with EXPERIENCED PERSONNEL. . the station with your SOUTH PLAINS MARKET SIGNED, SEALED AND AND CHANNELED.

W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr.



AVERY KNODEL, Inc.
National Representative

AFFILIATES: DuMont CBS Paramount

Trading Areas	No. Radio Homes April 1, 1950	TV Sets Shipped Thru 3rd Quarter '52	TV Sets as % of Radio Homes
SYRACUSE, NEW YORK			
Syracuse, N. Y.	164,685	135,204	82.09
Utica, N. Y.	92,510	55,469	59.96
Watertown, N. Y.	54,585	8,129	14.88
Sub Total	311,780	198,802	63.76
TAMPA, FLORIDA			
Orlando, Fla.	60,840	3,136	5.15
Tampa, Fla.	201,735	8,641	4.28
Sub Total	262,575	11,777	4.48
TOLEDO, OHIO			
Fort Wayne, Ind.	133,800	17,516	13.09
Lima, Ohio	64,940	14,349	22.09
Toledo, Ohio	211,880	169,037	79.78
Sub Total	410,620	200,902	48.92
TULSA, OKLAHOMA			
Fort Smith, Ark.	82,610	1,792	2.17
McAlester, Okla.	20,570	892	4.33
Tulsa, Okla.	212,575	64,705	30.44
Sub Total	315,755	67,389	21.34
WASHINGTON, D. C.			
Frederick, Md.	15,480	7,281	47.03
Hagerstown, Md.	58,260	19,705	33.83
Washington, D. C.	414,790	339,720	81.90
Winchester, Va.	18,990	5,455	28.73
Sub Total	507,520	372,161	73.33
WICHITA, KANSAS			
Dodge City, Kan.	29,230	479	1.64
Enid, Okla.	61,075	9,559	15.64
Hutchinson, Kan.	43,190	754	1.74
Wichita, Kan.	136,510	5,120	3.75
Sub Total	270,005	15,912	5.89
GRAND TOTAL	40,502,751	19,175,738	47.35

Trendex's Feb. 1-7 Listing

TOP 10 evening sponsored network TV programs for the week of Feb. 1-7, as listed by Trendex, were as follows:

	Program	Rating
1	I Love Lucy (CBS)	68.1
2	Godfrey's Talent Scouts (CBS)	47.9
3	Dragnet (NBC)	43.0
4	Godfrey's Friends (CBS)	42.0
5	Texaco Star Theatre (NBC)	41.4
6	Colgate Comedy Hour (NBC)	37.0
7	What's My Line? (CBS)	35.8
8	You Bet Your Life (NBC)	34.0
9	Our Miss Brooks (CBS)	32.9
10	Strike It Rich (CBS)	31.1

Watered Ratings

NEWS REPORTS from St. Louis and Hartford indicate a connection between sudden drains on the cities' water supplies and the intervals or commercial periods between TV and radio programs.

In both cities, the drain on water supplies coincides with intervals between shows, indicating dishwashing, baths, water drinking and other use of the plumbing is postponed until after shows. The St. Louis Water Co. blames commercials for the jumps in water usage.

Water gauges at the Hartford Water Bureau even measure the ratings of TV shows by the amount of extra water used. With most programs drawing an average of 500,000 extra gallons, *I Love Lucy*, at the show's end, registers 800,000 extra gallons.

Viewing for specific days of the week also may be measured, with Monday, Tuesday and Wednesday ratings about the same until the Wednesday fights on TV, when the water gauge goes up. Thursday and Friday are drier with the exception of the Friday fights. Saturday in Hartford is "pretty damp" and becomes a "flood" after the wrestling. Sunday is the wettest night of the week.

The Gavilan-Davey fight Feb. 11 drew one of the largest ratings ever—900,000 to a million gallons.

Joe Ward Outlines Radio Approach to Retailing

PSYCHOLOGICAL gulf between retailers and radio was cited by Joseph B. Ward, president of Advertising Research Bureau Inc., Seattle, speaking before a Radio Executives Club of New England luncheon earlier this month. Blaming radio executives for the breach, he decried their use of Hooper, Pulse and Nielsen ratings as the basis for sales approaches, adding that retailers are not interested in ratings.

They want results, he said, and are interested in a medium which brings customers to their stores. Mr. Ward, speaking on "Putting the Dollar Sign in Sales," and "It's the Results That Count," referred to 201 radio-newspaper comparison studies from all parts of the U. S. except New England. These studies, he said, show there are two, evenly-split markets, one reached by radio and the other by newspapers, with a small overlap which developed more than 10% of store traffic and sales volume.

Commending radio executives on the flexibility of the medium, he recommended that they learn to speak the language of the retailer in order to increase revenue from that advertising quarter.

AMONG those at a Radio Executives Club of New England luncheon are (l to r) Edward R. Mitton, president, Jordan Marsh Co.; Joseph B. Ward, president, Advertising Research Bureau Inc., Seattle, a speaker, and Rudolph Bruce, president of the club and advertising manager of New England Coke Co.

'Lux Theatre' Tops Nielsen

TOP network radio show in number of homes reached for Jan. 11-17 was *Lux Radio Theatre*, according to A. C. Nielsen Co. ratings. Others:

Extra-Week Jan. 11-17, 1953
EVENING, ONCE-A-WEEK—NIELSEN RATING*

Rank	Program	Homes Reached (000)
1	Jack Benny (CBS)	5,729
2	Amos 'n' Andy (CBS)	5,460
3	Charlie McCarthy (CBS)	5,147
4	Lux Radio Theatre (CBS)	5,057
5	People Are Funny (CBS)	4,834
6	Our Miss Brooks (CBS)	4,118
7	Big Story (NBC)	4,028
8	Gene Autry (CBS)	4,028
9	My Friend Irma (CBS)	3,804
10	Gangbusters (CBS)	3,804

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Company

Studios Allowed Delay For Antitrust Answers

DELAY until March 11 for answering the Dept. of Justice antitrust suit to force release of 16 mm films to television was obtained last Wednesday by RKO Radio Pictures, Columbia Pictures Corp. and its subsidiary, Screen Gems Inc.

Extension of the deadline (last Wednesday) was set after Leonard Kaufman of the law firm of Mitchell, Silberberg & Knupp, said he had been engaged constantly in court appearance since the deadline was set last Jan. 19 [B•T, Jan. 26].

General denial of the charge of conspiracy to withhold the films was filed last week by other defendants, 20th Century-Fox, Warner Bros., Republic Pictures, Films Inc., Pictorial Films, Universal-International Pictures and its subsidiary, United World Films Inc.

The Justice Dept. earlier had clarified specific charges and amended slightly its original action filed July 22, 1952 [B•T, July 28, 1952].

GT Withdraws Suit on Lease Of Musical Films to KLAC-TV

GENERAL Teleradio Inc., operator of Don Lee Broadcasting System and KHJ-TV Los Angeles, last week withdrew its Los Angeles Superior Court suit to prevent United Television Programs Inc. from leasing 750 Snader Telescriptions to KLAC-TV Los Angeles.

The suit was withdrawn with signing of a new two-year "dual exclusivity" contract giving KNBH (TV) Los Angeles and KHJ-TV continued exclusive rights to the filmed musicals.

The suit, filed in January [B•T, Jan. 19], had charged a breach of contract was threatened by lease of the Telescriptions to another station. It asked declaratory relief as well as specific performance.

Tabakin's Films Off 'List'

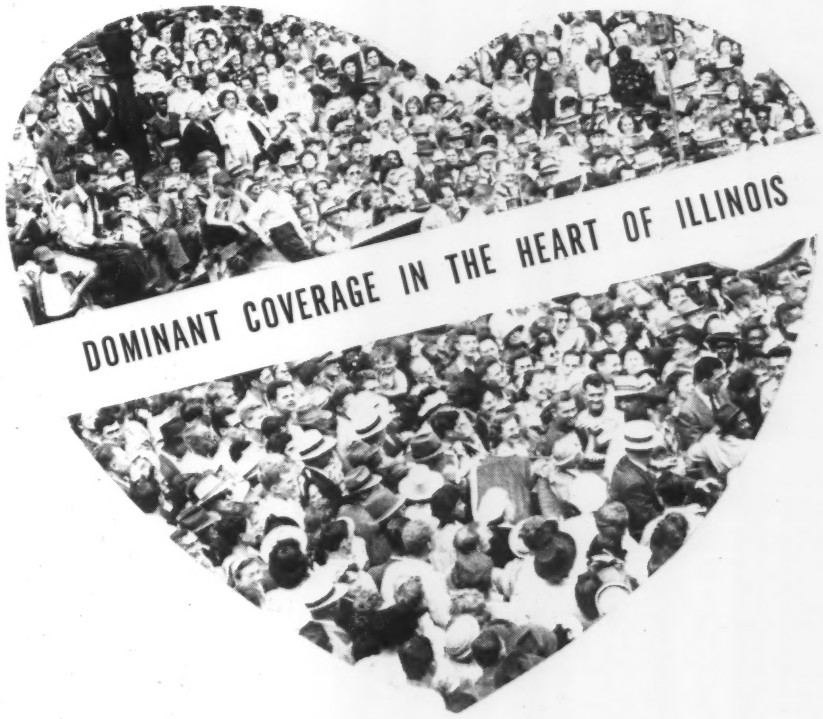
PRODUCER Bernard Tabakin has been removed from AFL Hollywood Film Council's "unfair" list after agreeing to confine his future TV film production to the U.S. In its campaign to halt video film production abroad, the council had protested the six programs in the *Affairs of China Smith* series which were shot in Mexico [B•T, Feb. 9]. Series, produced by Mr. Tabakin, is sponsored on KECA-TV Los Angeles by Thrifty Drug Stores.

New Beverly Subsidiary

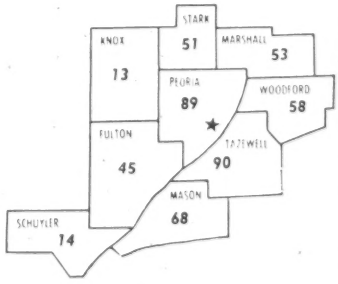
TELEVISION Exploitation Co., new subsidiary of Beverly Pictures, New York, was opened officially Thursday by Beverly's president, Oliver A. Unger, who also is president of the new firm. According to Mr. Unger, TV Exploitation expects to have 27 "exchanges" in operation shortly.

Other new officers: Seymour Scott, treasurer; Harold Goldman, national sales director, and Milton Gettinger, counsel. New company already has acquired 52 half-hour Roller Derby TV films and 22 TV feature films, and within a month officials expect to begin production on *Gulliver and the Little People*, to be produced by the Roller Derby owner, Leo A. Seltzer, and directed by Ron Ormond.

Obviously OUTSTANDING . . .

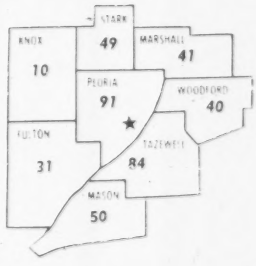


The new STANDARD STATION AUDIENCE REPORT shows once again how WMBD dominates the rich Peoriarea market. With an audience of 87,328 daytime radio families, WMBD reaches 89% of the Peoria County total . . . 90% of the total in adjoining Tazewell County. WMBD audiences in the 9-county market account for 68% of 127,870 daytime radio families. Nighttime figures show equal dominance.



DAYTIME 87,328 FAMILIES

NIGHTTIME 81,241 FAMILIES



See Free & Peters

To SELL the Heart of Illinois, BUY WMBD!

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA
CBS Radio Network
5000 Watts

XUM

Snader Talks Resume March 2

FURTHER arbitration sessions in the case involving Louis D. Snader and his ex-partners, Alexander Bisno and Samuel Markovitch, in Snader Telescriptions Corp. and interlocking companies, have been postponed to March 2, giving an additional two weeks for the parties to prepare briefs. [B•T Feb. 9].

Film Sales

Increase in sales during past few weeks have brought total subscribers to *TV Disc Jockey Films*, produced and distributed by **Screen Gems Inc.,** New York, to 20 stations, the firm announced last week. New station subscribers include: WCAU-TV Philadelphia, WNOK-TV Columbia, S. C., and CBL-TV Toronto. The increase is due in part to "the many new stations going on the air," John H. Mitchell, Screen Gems' vice president in charge of sales, reported.

* * *

DuMont Film Sales, New York, announces the signing of **Tide Water Associated Oil Co.** to sponsor *Madison Square Garden* for 13 weeks over KGMB-TV Honolulu, T. H. This was 11th sale of the program by DuMont in recent weeks. The sports film show is under contract now in 20 domestic and four foreign markets. **Winik Films,** New York, produces the series.

* * *

United Television Programs has sold the Studio Transcription Library of musical shorts to three additional TV stations, bringing total subscribers to 83, according to sales director, **Aaron Beckwith.** Latest sales were to WJIM-TV Lansing, WEEK-TV Peoria and KGNC-TV Amarillo.

* * *

KTLA (TV) Hollywood has leased a new-to-TV group of feature films from **Robert L. Lippert Productions,** that city, for approximately $80,000. Films, which were released in 1951 and 1952, may be shown over a two-year period on an unlimited basis. Programming is scheduled for Saturday, 9-11 p.m., and Sunday, 7:30-9 p.m. All exploitation used in the theatrical release goes to the station.

Distribution

Cornell Film Co., New York, has signed to distribute films produced by **Kenfilm,** Israel production firm, in TV, theatrical and non-theatrical fields.

Availabilities

Alexander Film Co., Colorado Springs, Col., is releasing two new "package series" of TV film commercials, one on bread and the other on milk. Both series employ combination cartoon animation and live action scenes, both include 13 20-second and four 60-second films, and are designed to give local and regional sponsors personalized film commercials. Series is available to dairies and bakeries on an exclusive basis. Sponsors are given rights to unlimited use of the films for six months.

Production

Family Theatre, Hollywood, is in production on an hour-long TV film for Easter week release. Filmed by **Roland Reed Productions,** Culver City, and titled "Trial at Tara," script is based on the religious story of St. Patrick. **Arthur Pierson** is director.

* * *

Video Pictures Inc., 1515 N. Western Ave., Hollywood, has been formed as a self-packaging, self-financing TV film production firm. Headed by **Hank McCune,** one-time NBC-AM-TV comic, the firm is producing 13 half-hour situation comedy films, *The Hank McCune Show*.

Film People

Brandt Enos, business manager of Transfilm Inc. and former business manager of the March of Time, has resigned to launch **Brandt Enos Assoc.,** New York, TV film and motion picture management consultant firm.

* * *

Martin Leeds, chief of business affairs department for CBS-TV West Coast network programs, joins **Desilu Productions Inc.,** Hollywood, as executive vice president in charge of production. Firm, which films CBS-TV *I Love Lucy* and *Our Miss Brooks,* plans production expansion with enlargement of commercials department in addition to several new TV film packages.

* * *

Eugene Wooten, independent Hollywood motion picture producer, joins **Bo-Mor Productions,** that city, as executive producer, succeeding **Richard Morley.** Firm is in pre-production on *Don Willson Show,* half-hour TV film series.

* * *

Siegfried M. Herzig, playwright and motion picture scenarist, has been signed by **Filmcraft Productions,** Hollywood, to assist **Robert Nathan** in preparing scripts for *Mark Twain Television Theatre.*

GLORIA SWANSON discusses business in New York before returning to Hollywood, where she will emcee and star in *Crown Theatre,* a 26-time half-hour dramatic film series which goes into production shortly at Bing Crosby Enterprises' studio. With her (l to r) are Wilbur S. Edwards, general sales manager, CBS-TV Film Sales; Merle S. Jones, vice president in charge of CBS owned stations and general services; Everett Crosby, president, Bing Crosby Enterprises, and Fred J. Mahlstedt, operations director for CBS-TV Film Sales, distributing group.

World Hikes Budgets 35%; Predicts Boom for Local Radio

World Broadcasting notes its business last year was 40% higher than the previous year, giving basis for its vice president's notation: " . . . local radio is a better investment than ever . . . "

PREDICTING a boom year for local radio, Robert W. Friedheim, vice president of World Broadcasting System Inc., last week announced that World's 1953 budgets for production, advertising and merchandising have been increased by 35%. He said:

"We are spending this additional money and enlarging our sales department because of our faith that local radio is a better investment than ever, for a growing list of advertisers at the local level and for those of us who have cast our lot in this business."

Pointing out that 1952 local radio sales were up more than 7% over 1951 on a nationwide basis, Mr. Friedheim noted that World's 1952 business was 40% higher than 1951. He predicted this year's sales will top the 1952 record level.

New Birthday Show

Some of the "name" personalities included in World's 1953 programming are: David Rose, Judy Canova, Dick Haymes, Mimi Benzell, Ray Block and the New World Singers Male Chorus. World is releasing special half-hour holiday programs for St. Valentine's Day, Washington's Birthday and St. Patrick's Day. A new show is *Whose Birthday Is This?,* a human interest program centering around the birthdays of more than 1,500 world-renowned persons.

'Assignment' Principals Sued

RADIO and TV film actress Joan Miller last Tuesday filed suit in Los Angeles Superior Court for a total of $300,000 against NBC, program packager Don Sharpe, NBC *Dangerous Assignment* radio star Brian Donlevy, Donlevy Development Corp. and others. Miss Miller charged the defendants damaged her professional standing in "willfully and maliciously" using her name as that of a Nazi spy depicted on the NBC radio program Feb. 18, 1952. Miss Miller said she did confidential work in World War II with the Office of War Information and the Office of Strategic Services.

McKean Gets New Post

GILBERT S. McKEAN, merchandising manager of Columbia Records' Masterworks Div., has been named director of the company's newly-created special products division, which will handle promotion and market development of current and new products for Columbia Records and its transcription division. Douglas H. Duer, assistant merchandising manager of Masterworks Div., succeeds Mr. McKean as merchandising manager.

WFBG-TV

ALTOONA, PA.

the most powerful VHF in eastern USA

is pleased to announce the appointment of

H-R TELEVISION, INC.

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

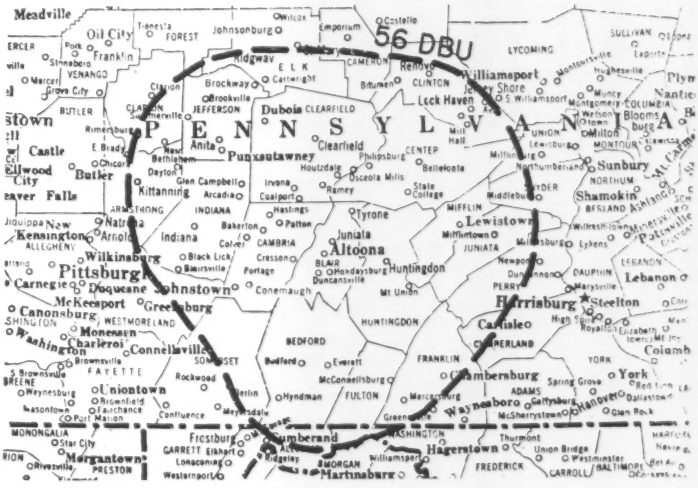
AS NATIONAL REPRESENTATIVES

With full power of 316,000 watts on May 1 and interim power of 75 KW. WFBG-TV Covers Western Pennsylvania from Pittsburgh to Harrisburg.

OVER 300,000 FAMILIES

OVER 69,500 TV SETS (Certified!)

N.B.C. PRIMARY INTERCONNECTED—CHANNEL 10

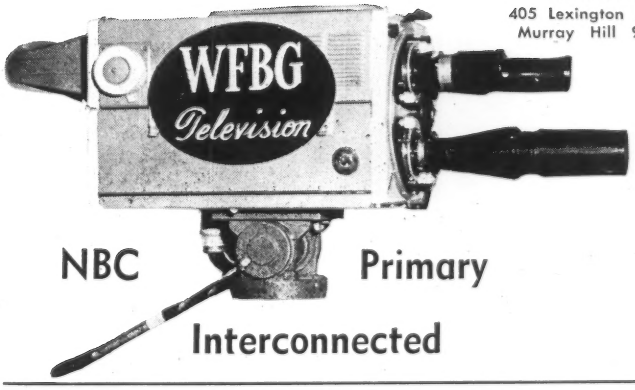


FOR AVAILABILITIES . . . RATES . . . TECHNICAL FACILITIES . . . COMPLETE FACTS

CALL YOUR NEAREST OFFICE OF

H-R TELEVISION, INC.

NEW YORK	CHICAGO	SAN FRANCISCO	LOS ANGELES
405 Lexington Avenue	35 E. Wacker Drive	110 Sutter Street	6253 Hollywood Blvd.
Murray Hill 9-2606	Randolph 6-6431	Exbrook 2-3407	Granite 1480



WFBG-TV

ALTOONA, PENNSYLVANIA

Jack Snyder, managing director.

FCC OKAYS TV TIME-SHARING FOR KSBW, KMBY ON CH. 8

Commission authorization is for sharing of time on a single vhf channel in the Salinas-Monterey area in California. Approval apparently based on fact AM stations do not overlap in competing for sponsors.

FIRST authorizations for sharing of time on a single TV channel by two stations—considered one practical solution to application deadlocks particularly in "hyphenated" cities—were issued by FCC last week to KSBW Salinas and KMBY Monterey, Calif.

Previously competitors for Ch. 8, allocated to the Salinas-Monterey area, the two stations now will share the same transmitter facilities but will maintain separate studios in their respective markets. Their mutually-exclusive applications were amended a fortnight ago to specify sharing of time pursuant to Sec. 3.622 of the Commission's rules which permit voluntary sharing of TV facilities [B•T, Feb. 16].

FCC's approval of the plan is understood to have been based upon the fact Ch. 8 is allocated to a twin-city area in which the two AM stations involved serve their respective markets without competitive overlap for local sponsors. The TV stations will serve both cities on the vhf facility, FCC noted.

One Commission spokesman indicated, however, there may be policy questions involved should two AM stations in the same market propose to share time on the same channel. He noted that while there have been several outstanding successful share-time operations in radio, notably WENR and WLS Chicago and WBAP Fort Worth-WFAA Dallas, the history of share-time since the medium's early days has weighed against such a policy.

The Commission representative cited the waste of dual transmitter and studio facilities, disproportionate cost of operation over available time to earn income, the eventual demands of the share-time operators for full time facilities and administrative headaches for FCC.

He indicated though, respecting TV, that the Commission will consider each share-time proposal on its individual merits.

KSBY and KMBY plan to use the same transmitter facilities, sharing the cost, and will operate with the same effective radiated power of 10 kw visual and 5 kw aural. The site is on Baldy Peak, some nine miles from Salinas, providing antenna height above average terrain of 2,630 ft. Separate studios will be maintained in Salinas and Monterey, about 14 miles apart.

Each station will program 42½ hours a week, according to the present plan, with a two-week cycle scheduled in which each will have evening hours for every night of the week over the period.

KMBY is owned 30% by President Kenyon Brown, 24% by Vice President-Treasurer Bing Crosby and 30% by Vice President-Secretary George L. Coleman. KSBW is owned 25% each by President-General Manager John C. Cohan, Secretary-Treasurer and Assistant General Manager William M. Oates, Vice President Lewis A. Terven Jr., and The Chronicle Pub. Co., licensee of KRON-AM-FM-TV San Francisco.

The share-time grant came on the heels of other Commission actions approving the joining of forces of previously competitive applicants. These were the grant of Ch. 47 at Macon, Ga., to Macon TV Co., comprising stockholders of both WBML and WNEX there, and the grant of Ch. 10 to WIS-TV Corp., Columbia, S. C., owned chiefly by WIS Columbia with minority interest held by a group of stockholders withdrawing from WMSC there [B•T, Feb. 16].

At Tulsa, competitors for Ch. 2, have joined in a common TV application under the name of Central Plains Enterprises Inc. They are Sen. Robert S. Kerr (D-Okla.), with his wife chief owner of KRMG, and W. G. Skelly, owner of KVOO (see Actions of the FCC, page 99).

The respective licensees of KRMG and KVOO will each hold a major interest in the new firm, with balance of control vested in a minor interest to be shared by Tulsa U. and Oklahoma A & M. Separate, competitive AM operations are promised.

Although the merger bid removed competition between the two stations for Ch. 2, FCC last week received two other new applications for the facility. Oil Capital TV Corp. filed for Ch. 2 while Fryer TV Corp., previously seeking uhf Ch. 23, amended to Ch. 2.

Principals in KUGN and KORE Eugene, Ore., competitors for Ch. 13 there, have joined in a consolidated application soon to be filed with FCC, the stations reported last week. A group of local businessmen not identified with the radio stations are included in the proposed new applicant.

PULSE of
ALBUQUERQUE ★
November, December, 1952

Radio Listening is up and KOB is on Top!

60% of all Rated Periods Gained Audience

Of 480 periods surveyed KOB leads all other stations in 384 periods
(Includes 13 first place ties)

KOB Ratings Increased in 61.5% of all Rated Periods

Monday-Friday
KOB delivers 40% or more of total audience, 75% of the time

BRANHAM HAS THE FULL STORY

★ Albuquerque ranked 3rd in the Nation in Percentage of Retail Buying Gains in 1952—Forbes Magazine

★ Albuquerque rated one of 20 High Spot Cities of the Nation with January, 1953 City-National Index of 108.7 — Sales Management

★ Albuquerque Building Permits UP 34% in 1952, totaling $27,572,327.95

KOB
ALBUQUERQUE
50,000 Watts 770 KC
25,000 Watts, Nights
Represented by
THE BRANHAM CO.

(Photograph Courtesy of Cook Truck Lines, Inc.)

"MOVING THE GOODS" IN THE Memphis Market

Eighty-two motor freight lines on 12 Federal Highways keep a constant stream of goods moving into every city and hamlet in the Memphis Market. WREC keeps sales rolling by providing an eager audience throughout the entire 76-county area. Moving the goods into the Memphis Market is a bigger and bigger transportation job. Moving the goods **out** of the stores is a selling job best performed when you select WREC —the station that gets the "better half" of the audience. Ask to see the latest Standard Audit and Measurement Report and Hooper ratings that **prove** it!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

XUM

Bills in N. Y. Legislature Would Cut Radio-TV Liability

BILLS were introduced in the New York State legislature last week to limit the liability of radio and television stations in suits for slander and libel based on the programs they broadcast.

Sponsors of the measures, Sen. William S. Hults Jr. of Port Washington, L. I., and Assemblyman Joseph F. Carlino of Long Beach, L. I., explained the bills would make the sponsors of the program, rather than the station that carries it, responsible for any slander or libel, unless the station examined the script before it was broadcast.

Messrs. Hults and Carlino pointed out that on network programs particularly, local stations often have no knowledge of program content until the actual broadcast or telecast is made and therefore have no opportunity to correct a statement they may consider libelous or slanderous.

Idaho Enacts Liability Law

NEW LAW enacted in Idaho fortnight ago relieves Idaho broadcasters of liability for defamatory statements broadcast by candidates for public office, according to Henry H. Fletcher, KSEI Pocatello, president of Idaho Broadcasters Assn. IBA shepherded the bill (H-51) through both House and Senate, with Gov. Len Jordan affixing his signature. Walter E. Wagstaff, KIDO Boise, chairman of the IBA Legislative Committee, and Earl Glade Jr., KDSH Boise, were active in contacting legislators and explaining reasons why the libel injustice should be corrected.

TV Tower Report

ONLY 19 applications requesting approval of the Airspace Subcommittee of the Air Coordinating Committee for TV tower locations or heights were turned down during 1952, the Air Coordinating Committee has indicated in its annual report.

The Air Coordinating Committee is composed of representatives of the State Dept., Defense Dept., Commerce Dept. and the Civil Aeronautics Board.

Annual report said the nine regional Airspace Subcommittees had handled 190 cases regarding TV towers during the last year and had recommended disapproval of only 10%.

VOD Winners End Tour

WEEK of events involving prominent personages in official Washington was concluded Friday as the four winners of the Voice of Democracy radio-TV essay contest received the acclaim of government and industry (see VOD article, page 78).

The students received $500 scholarships and radio-TV receivers at the annual awards luncheon held Wednesday at the Mayflower Hotel, Washington. Sen. Margaret Chase Smith (R-Me.) made the presentations. MBS picked up the program. Dr. Earl James McGrath, U. S. Commission of Education, presided at the affair.

The four winners were Robert Davis, Maui, Hawaii; Frank Lammedee, San Marino, Calif.; Adelaide Nacamu, Peekskill, N. Y., and Thomas J. Walsh, Washington, D. C.

FCC ENDS PUSH ON UNCONTESTED BIDS

Commission begins processing hearing applications, explaining backlog of cases is lightening. Side result is slowing of FCC's TV station grant pace.

THE TEMPORARY expediting policy — effected by FCC last Oct. 15 to push processing of uncontested TV applications by passing over contested bids—quietly died last week.

The Commission, concurrent with issuance of grants for eight more TV outlets, disclosed it once again is sending McFarland letters to applicants notifying them they are mutually exclusive with the bids of others for the same facility.

Last week's grants were less than the number the Commission usually has been issuing in previous weeks because its staff once again is processing bids which must go into hearing. The new grants included two permits for the sharing of Ch. 8 at Salinas-Monterey, Calif., by KSBW Salinas and KMBY Monterey, former competitors for the assignment (see story page 42).

The Commission's resumption of processing hearing applications was explained by FCC representatives last week to indicate the backlog of cases now before examiners is beginning to lighten and some may be able to take new cases soon. They also noted that at the present pace of grants, not counting incoming applications, the Commission staff would have handled most remaining uncontested bids in the next couple of months.

With last week's grants, the total number of TV stations authorized in the U. S. and its territories stands at 363, including 2 vhf and 12 uhf noncommercial, educational outlets. Since lifting of the freeze last spring, FCC has issued permits for 74 vhf and 177 uhf stations. Of all stations authorized, 124 vhf and 12 uhf outlets are in operation commercially.

More than 1,000 applications have been filed with the Commission since lifting of the freeze and resumption of processing, of which some 750 remain to be acted upon. A large number represent competitive bids for the same channels, many of which already have been, or are expected soon to be, set for hearing.

FCC officials, however, are hopeful that with the revision of hearing procedures the new cases will be disposed of more quickly than those to date [B•T, Feb. 9]. One spokesman guessed at least 500 TV CPs by year end.

Under the streamlined hearing procedure, effective Feb. 4, FCC processes an application thoroughly respecting basic legal, financial and technical qualifications prior to the competitive hearing, thus leaving for such proceeding only comparative issues relating to the applicants' experience, proposed operating policies and program service.

McFarland Letters

Several dozen McFarland letters have gone out to mutually exclusive applicants during the past fortnight pursuant to the new hearing procedures. The majority were sent by the FCC Broadcast Bureau. Virtually all were new, more detailed letters to contested applicants who were among the first to receive such notices last summer shortly after provisions of the McFarland Act took effect.

Here are last week's eight new grants:

Wichita, Kan. (City priority Group A-2, Number 6)—The C. W. C. Co. (Stanley H. Durwood, theatre operator), granted construction permit for uhf Channel 16, effective radiated power 200 kw visual and 105 kw aural, antenna height above average terrain 960 ft.

Monterey, Calif. (Group A-2, No. 164)—Monterey Radio-Television Co. (KMBY), granted vhf Ch. 8, ERP 10 kw visual and 5 kw aural, antenna 2,630 ft.; station to share time with Salinas Broadcasting Corp. (KSBW).

Salinas, Calif. (Group A-2, No. 164)—Salinas Broadcasting Corp. (KSBW), granted vhf Ch. 8, ERP 10 kw visual and 5 kw aural, antenna 2,630 ft.; station to share time with Monterey Radio-Television Co. (KMBY).

North Adams, Mass. (Group A-2, No. 240)—Greylock Broadcasting Co. (WBRK Pittsfield, Mass.), granted uhf Ch. 74, ERP 1 kw visual and 500 w aural, antenna 570 ft.

Hannibal, Mo. (Group A-2, No. 250)—Courier-Post Publishing Co. (KHMO), granted vhf Ch. 7, ERP 10.5 kw visual and 5.4 kw aural, antenna 620 ft.

McAllen, Tex. (Group A-2, No. 263)—Texas State Network Inc. (KRIO), granted uhf Ch. 20, ERP 86 kw visual and 49 kw aural, antenna 500 ft.

Mesa, Ariz. (Group B-3, No. 178)—Harkins Broadcasting Inc. (KTYL), granted vhf Ch. 12, ERP 27 kw visual and 13.5 kw aural, antenna 400 ft.

New Orleans, La. (Group B-4, No. 184)—Supreme Broadcasting Co. (WJMR), granted uhf Ch. 61, ERP 200 kw visual and 100 kw aural, antenna 410 ft.

Storer Broadcasting Co.'s WSPD-TV Toledo, operating on Ch. 13, was granted boost in effective radiated power from 24.5 kw to 316 kw, antenna height substantially unchanged, 520 ft. above average terrain. Concerning overlap with proposed increased power operation by WJBK-TV Detroit, Chairman Paul A. Walker in a concurring opinion stated, "As a matter of principle I believe that the overlap in this case is objectionable. In view of the Commission's prior grants of the Crosley applications, however, I do not believe that withholding a grant from Storer Broadcasting Co. would be warranted" [B•T, Dec. 15, 1952].

FCC also directed Meco Realty Co. and the co-owners of WQAN Scranton, Pa., Edward J. and Elizabeth R. Lynett, to elect in 15 days which of two TV applications there they wished to prosecute. Meco and the Lynetts are principals in Electric City Telecasting Co., Ch. 16 applicant, and also MCL Telecasting Corp., which proposes to purchase a majority interest

NEW Library of Congress service, catalog of recordings including radio documentaries, was officially unveiled by Luther Harris Evans (r), Librarian of Congress. First card entered in catalog is "Mr. President," edited and narrated by James Fleming (l), news editor of NBC-TV program, *Today*.

just as in the Conventions

and the Election . . .

AMERICA PREFERRED NBC FOR THE INAUGURATION

most people saw the Inauguration on NBC-TV – more in fact than on all other networks combined.*

Superiority in news and public affairs is a habit with NBC. It proves that even when all networks carry essentially the same program, most people prefer to watch it on NBC.

NATIONAL BROADCASTING COMPANY

a service of Radio Corporation of America

**Estimate based on Trendex 51% share for NBC.*

XUM

WDOD is your best buy when you want to reach Chattanooga's entire marketing area. The latest Standard Audit and Measurement survey shows that WDOD is the most popular Chattanooga radio station in 21 out of 22 counties. In 7 counties, WDOD was the only Chattanooga station mentioned. In most counties our margin of leadership was very decisive.

For sales success in Chattanooga, it's WDOD. Put our 27 years of leadership and experience to work for you.

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

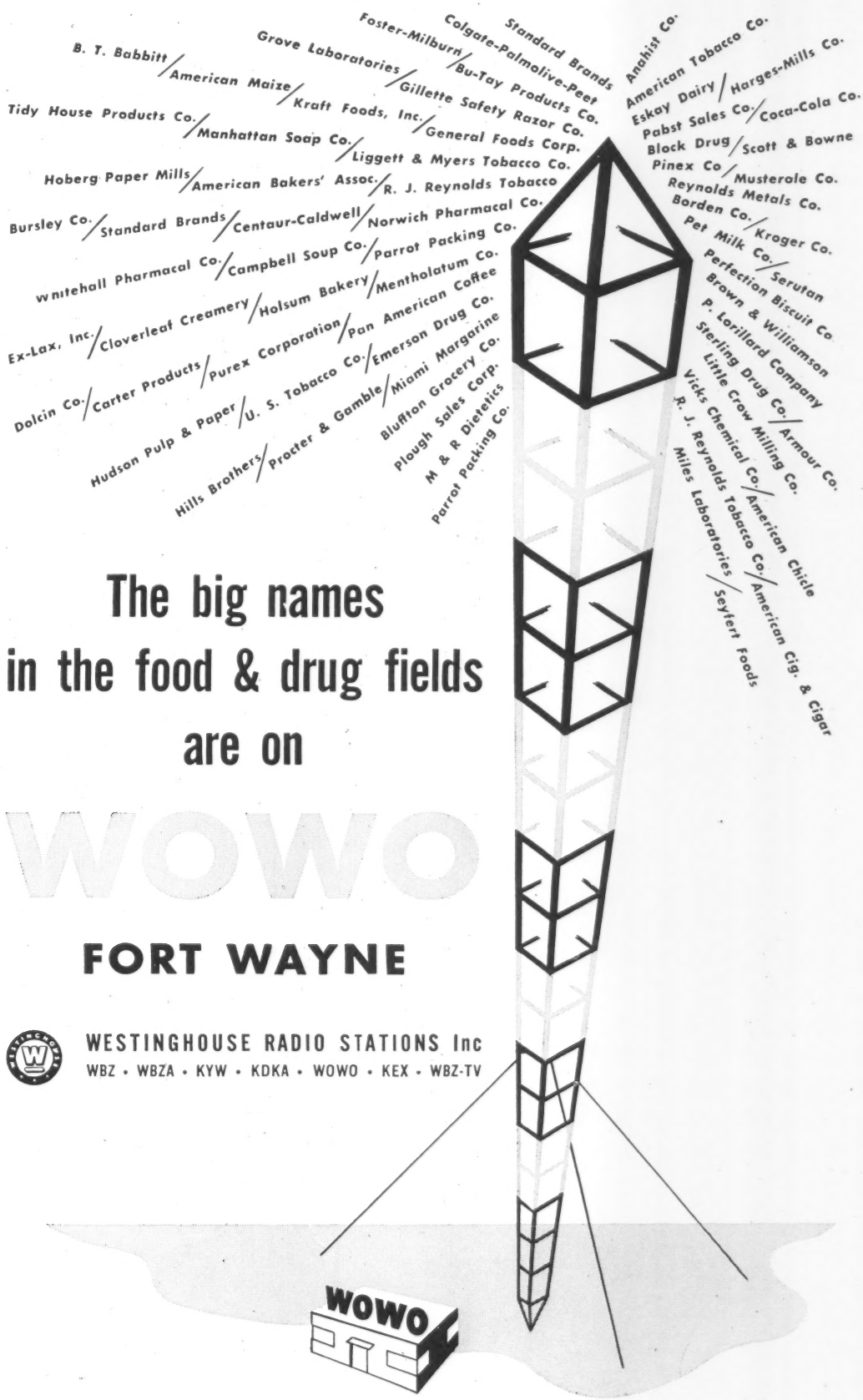
in WGBI-TV Scranton, new Ch. 22 permittee [B•T, Jan. 5]. FCC's ruling was prompted by petition by WARM Scranton, Ch. 16 applicant.

Another TV protest is before the U. S. Court of Appeals for the District of Columbia. WEBC Duluth, seeking vhf Ch. 3 at Superior, Wis., has appealed the FCC ruling to deny WEBC's petition to consolidate into a single hearing the comparative proceedings scheduled on Chs. 3 and 6 at Duluth-Superior [B•T, Feb. 9].

Among the applicants to be sent a McFarland notice last week was Montgomery County Broadcasting Co., seeking uhf Ch. 14 at Odenton, Md., near Annapolis. It is understood the Navy objected to the proposed site.

Following were sent McFarland letters:

APPLICANTS	Date Letter Sent	Date Reply Due
Allentown, Pa. (B-6)		
Channel 39		
B. Bryan Musselman, Olivia P. Musselman, Revel H. Musselman, Albert L. Wentz and Paul I. Wentz; BPCT-958	2/18	3/20
Queen City Television Co.; BPCT-1001	2/18	3/20
Channel 67		
Penn-Allen Broadcasting Co.; BPCT-486	2/18	3/20
Allentown Television Co.; BPCT-1008	2/18	3/20
Spokane, Wash. (A-8)		
Channel 2		
Louis Wasmer; BPCT-920	2/12	2/27
Television Spokane Inc.; BPCT-1087	2/12	2/27
Fort Wayne, Ind. (A-12)		
Channel 69		
Radio Fort Wayne Inc. BPCT-1040	2/10	2/25
James R. Fleming and Paul V. McNutt, d/b as Anthony Wayne Bcstg; BPCT-1400	2/10	2/25
Honolulu, T. H. (Terr.)		
Channel 2		
Herman B. Rosen, L. P. Rosen, Ralph Davis and Helen Speck, d/b as Royaltel; BPCT-923	2/12	3/14
Pacific Frontier Bcstg. Co.; BPCT-945	2/12	3/14
Channel 4		
Advertiser Pub. Co. Ltd.; BPCT-924	2/10	3/12
John D. Keating and J. Elroy McCaw, d/b as Island Bcstg. Co.; BPCT-978	2/10	3/12
San Juan, Puerto Rico (Terr.)		
Channel 4		
Jose Ramon Quinones; BPCT-904	2/10	3/12
American Colonial Bcstg. Corp.; BPCT-1036	2/10	3/12
Chattanooga, Tenn. (A-14)		
Channel 3		
WDOD Bcstg. Corp.; BPCT-676	2/10	2/25
Mountain City Television Inc.; BPCT-882	2/10	2/25
Channel 12		
Southern Television Inc.; BPCT-931	2/16	3/3
Tri-State Telecasting Corp.; BPCT-983	2/16	3/3
WDEF Bcstg. Co.; BPCT-989	2/16	3/3
Portsmouth, Ohio (B-19)		
Channel 30		
Woodruff Inc.; BPCT-1430	2/10	3/12
The Brush-Moore Newspapers Inc.; BPCT-1449	2/10	3/12
Mobile, Ala. (A-16)		
Channel 5		
WKRG-TV Inc.; BPCT-690	2/10	3/12
The Mobile Television Corp.; BPCT-990	2/10	3/12
Lebanon, Pa. (B-29)		
Channel 15		
Lebanon Television Corp.; BPCT-1011	2/16	3/3
Steitz Newspapers Inc.; BPCT-1028	2/16	3/3
Evansville, Ind. (A-17)		
Channel 7		
South Central Bcstg. Corp.; BPCT-707	2/16	3/3
Evansville Television Inc.; BPCT-934	No 2nd letter necessary	
On the Air Inc.; BPCT-991	2/16	3/3
WFBM Inc.; BPCT-1131	2/16	3/3


Standard Brands
Colgate-Palmolive-Peet
Foster-Milburn
Bu-Tay Products Co.
Grove Laboratories
Gillette Safety Razor Co.
B. T. Babbitt
American Maize
Kraft Foods, Inc.
General Foods Corp.
Tidy House Products Co.
Manhattan Soap Co.
Liggett & Myers Tobacco Co.
Hoberg Paper Mills
American Bakers' Assoc.
R. J. Reynolds Tobacco
Bursley Co.
Standard Brands
Centaur-Caldwell
Norwich Pharmacal Co.
Whitehall Pharmacal Co.
Campbell Soup Co.
Parrot Packing Co.
Ex-Lax, Inc.
Cloverleaf Creamery
Holsum Bakery
Mentholatum Co.
Dolcin Co.
Carter Products
Purex Corporation
Pan American Coffee
Hudson Pulp & Paper
U. S. Tobacco Co.
Emerson Drug Co.
Hills Brothers
Procter & Gamble
Miami Margarine
Bluffton Grocery Co.
Plough Sales Corp.
M & R Dietetics
Parrot Packing Co.
Anahist Co.
American Tobacco Co.
Eskay Dairy
Harges-Mills Co.
Pabst Sales Co.
Coca-Cola Co.
Block Drug
Scott & Bowne
Pinex Co.
Musterole Co.
Reynolds Metals Co.
Borden Co.
Kroger Co.
Pet Milk Co.
Serutan
Perfection Biscuit Co.
Brown & Williamson
P. Lorillard Company
Sterling Drug Co.
Armour Co.
Little Crow Milling Co.
Vicks Chemical Co.
American Chicle
R. J. Reynolds Tobacco Co.
American Cig. & Cigar
Miles Laboratories
Seytert Foods
The big names
in the food & drug fields
are on
WOWO
FORT WAYNE
WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
WOWO

HERE'S THE OUTSTANDING LINEUP NOW ON KGMB-TV

I LOVE LUCY
BURNS & ALLEN
ARTHUR GODFREY
OZZIE & HARRIET
STUDIO ONE
WRESTLING FROM HOLLYWOOD
HOPALONG CASSIDY
AMOS 'N' ANDY
HOLIDAY IN HAWAII
BOSTON BLACKIE
ALL STAR REVUE
FRED WARING
YOUR SHOW OF SHOWS
MARTIN KANE
RACKET SQUAD
JEFF JONES
HANK McCUNE
JACK BENNY
ABBOTT & COSTELLO
PAN AMERICAN WORLD NEWS
FOUR-STAR PLAYHOUSE
DENNIS DAY
TIME FOR BEANY
PLAYHOUSE OF STARS
KIT CARSON
THE UNEXPECTED
BIFF BAKER
TERRY & THE PIRATES
BLUE FLAME THEATRE
PAUL WHITEMAN'S TV TEEN CLUB
GENE AUTRY
YOU ASKED FOR IT
TOOTSIE HIPPODROME
RANGE RIDER
KIERAN'S KALEIDOSCOPE
TONIGHT IN HONOLULU
POPO, THE WEATHER MAN

Choice times are going fast!
FREE AND PETERS can still obtain one for you.
Call them today.

KGMB-TV HONOLULU
CHANNEL 9

CBS • NBC • ABC

APPLICANTS	Date Letter Sent	Date Reply Due
Channel 62		
Trans-American Television Corp.; BPCT-559	2/16	3/3
Premier Television Inc.; BPCT-1014	2/16	3/3
W. R. Tuley; BPCT-1025	2/16	3/3
Akron, Ohio (B-109)		
Channel 61		
William G. Matta and George C. Matta d/b as Matta Enterprises; BPCT-1500	2/16	3/18
Allen T. Simmons; BPCT-1501	2/16	3/18
Shreveport, La. (A-18)		
Channel 3		
KTBS, Inc.; BPCT-464	No 2nd letter necessary	
International Bcstg. Corp.; BPCT-505	No 2nd letter necessary	
Channel 12		
Southland Television Co.; BPCT-992	2/17	3/4
T. B. Lanford, R. M. Dean, Mrs. May Jewel Kimbell Lanford and the Viola Lipe Dean Trust, d/b as Radio Station KRMD; BPCT-993	2/17	3/4
Don George, Ben Beckham Jr., William Carter Henderson, J. C. Smith and Keith M. Pyburn, d/b as Shreveport Television Co.; BPCT-1022	2/17	3/4
Worcester, Mass.		
Channel 14		
Salisbury Bcstg. Corp.; BPCT-1068	2/18	3/20
New England Bcstg. Co.; BPCT-1220	2/18	3/20
Channel 20		
WTAG, Inc.; BPCT-1060	2/18	3/20
Wilson Enterprises Inc.; BPCT-1241	2/18	3/20

WSAU Protest Dismissed In Move of WLIN (WOSA)

PROTEST by WSAU Wausau, Wis., against the move of WLIN Merrill, Wis., to Wausau as WOSA was dismissed by FCC last week as untimely.

WSAU objected to the Commission's grant to WOSA, owned by Rep. Alvin E. O'Konski (R-Wis.), on the grounds of economic injury [B•T, Feb. 16].

WSAU also alleged Rep. O'Konski made misrepresentations to the Commission in his acknowledgment of certain preliminary premature construction at the WOSA transmitter site. These were denied by the Congressmen who in turn questioned the accuracy of statements made to FCC by representatives of WSAU.

Grants Power Boost

In addition to approving move of WLIN to Wausau as WOSA, the Commission granted the station a boost in power on 550 kc from 1 kw fulltime to 5 kw day, 1 kw night, directional. The grant was made Dec. 4, 1952, but after acknowledgment by Rep. O'Konski of the premature construction, FCC on Jan. 2 approved a modification of the permit which constituted the condition that none of the pre-grant construction might be used by WOSA. This condition was suggested by Rep. O'Konski, pursuant to the condition included in the TV grant to TV Colorado Inc., permittee for vhf Ch. 11 at Colorado Springs [B•T, Dec. 1, 1952].

WSAU earlier protested the Dec. 4 grant and was turned down by the Commission.

Legislature on TV

WSAZ-TV Huntington, W. Va., has reported it received permission to film proceedings of West Virginia State Legislature for late TV presentation over the station.

My, how you've grown!

SCANDIA COSMETICS SALES BOOM!

WWDC in Washington makes businesses grow. Here's another factual story to prove that statement.

Scandia Cosmetics reports more than $5,000 in sales for January alone—supposedly the slowest month in the year.

All this by using *only* WWDC to advertise its line of beauty aids.

All this with *only one* cosmetics outlet in town—Julius Garfinckel & Company.

All this by concentrating its sales story on *only one* WWDC program feature — "The Hazel Markel Show," heard daily on WWDC.

Says KAROL LINDBERG, Vice-President in charge of sales for Scandia Corporation:

"WWDC has done a phenomenal job for Scandia in the Washington market. From the first week of our operations in Washington, our sales have risen steadily. And the rate of increase is amazing. January, 1953 was our biggest month of any we have enjoyed in Washington. We are enthusiastic about the results WWDC has produced."

WWDC can help *your* sales in the big Washington market, too. Let your John Blair man give you the whole story.

WWDC'S HAZEL MARKEL

SCANDIA'S KAROL LINDBERG

In Washington, D.C. it's

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

SENATE PROBE OF VOA OPERATION CONTINUES THIS WEEK

While the State Dept. and its Voice of America ready new testimony on charges of "mismanagement, waste, corruption and possible sabotage" made in McCarthy group hearings, IIA's Dr. Compton resigns, and reports indicate Secretary of State Dulles is considering transfer of VOA jurisdiction outside his department.

SENATE investigation last week of "mismanagement, waste, corruption and possible sabotage" in Voice of America and its parent body, the State Dept., was highlighted by these developments:

- Resignation of Dr. Wilson Compton, former president of the U. of Washington and administrator of the State Dept.'s International Information Administration (VOA) for the past year, who said he had submitted it early in January.
- Charges of extensive waste in all VOA divisions, with specific mentions of broadcast operations in Latin America and Ceylon and the proposed Baker East and Baker West stations in the U. S.
- Hints that selection of sites for Bakers East and West in transmission locations affected by magnetic storms and "auroral absorption," was deliberate sabotage, followed Monday by cancellation of work on both.
- Reports that Secretary of State John Foster Dulles is considering transferring Voice of America jurisdiction from the State Dept. to a separate propaganda agency.
- Issuance of State Dept. orders Wednesday that no material used by VOA and allied information services can be written by persons accused of Communism or "fellow-traveling." The order rescinds the opinion of an educational and professional book publishing advisory group.

The State Dept. and its Voice of America division were preparing testimony and witnesses for appearance before the Senate permanent subcommittee on investigations, headed by Sen. Joseph McCarthy (R-Wis.), late last week.

Testimony Prepared

Up to late Thursday, officials had not explained the many charges against operative heads. However, it was learned detailed statements are being worked out carefully.

All testimony since the committee hearings started, on Feb. 13, was critical of operations and policy, with the exception of one witness who appeared Thursday morning.

Hearings opened in New York, in closed executive session, continuing through Feb. 14, and then moved to Washington for open sessions last Monday.

An attorney for the investigation group predicted hearings may continue "for two months." He refused to disclose names of people subpoenaed to testify.

A major point in the investigators' attack was revealed in testimony that transmitter locations for two high-powered propaganda stations, Baker East and Baker West, near Wilmington, N. C., and Seattle, Wash., respectively, were spotted in areas which reduced their transmission effectiveness 90% because the signal passed through the 1,000-mile-wide "auroral absorption" zone, affected by the aurora borealis and causing magnetic interference, thus making it easier for the Soviet's jamming operation.

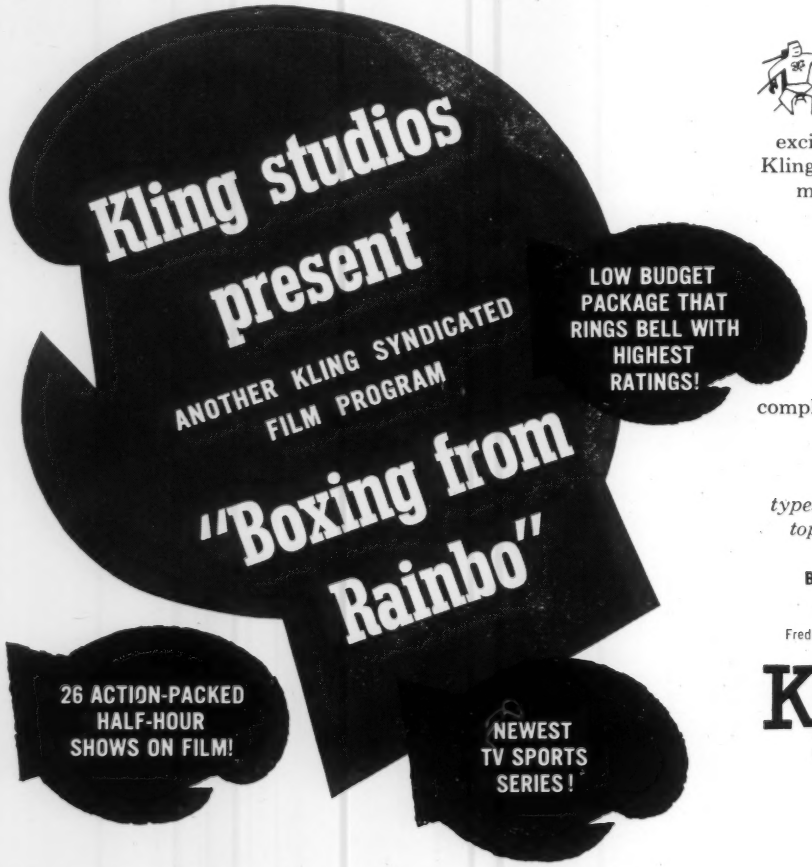
McKesson's Views

Lewis J. McKesson, former electrical engineer for VOA, said the stations should have been located farther south in the U. S., suggesting California and Florida as preferable for both transmission and cost reasons.

Programs to have been aired by these stations were to reach Iron Curtain countries via short and medium wave relay through Munich and Manila. Construction, in which waste of many thousands of dollars was charged, was suspended Monday on orders from Secretary Dulles.

Sketchy reports emanating from the State Dept. and VOA conflict with testimony before the subcommittee, and are not expected to be amplified until witnesses appear formally at the hearings. These sources seem to agree choice of transmitter sites is made by the State Dept. after various considerations, one of which is national security, and the final selection is based on recommendations by engineers outside the government.

The radiation laboratory at The Massachusetts Institute of Technology (Cambridge,


Kling studios present
ANOTHER KLING SYNDICATED FILM PROGRAM
"Boxing from Rainbo"
LOW BUDGET PACKAGE THAT RINGS BELL WITH HIGHEST RATINGS!
26 ACTION-PACKED HALF-HOUR SHOWS ON FILM!
NEWEST TV SPORTS SERIES!

in this corner—Chicago's Rainbo Arena, where present champions and future champions fight, is the scene of the most exciting boxing shows on television today! Skilled Kling camera crews, shooting at ringside with the modern multi-camera technique, capture all the slam-bang action. Jack Drees, ace sportscaster for ABC and outstanding boxing authority, announces the shows.

in this corner—Your sales message becomes an integral part of each show! Each film is completely titled and designed for your commercial inserts. The films screen as though custom-made for you!

Boxing ranks third highest in popularity of all types of television shows. Boxing's low budget makes tops for results—dollar for dollar! It's a knockout!

BET ON A SURE WINNER—"BOXING FROM RAINBO"
Write, wire, phone—today!

Fred Niles, Vice President in charge of Motion Pictures and Television

KLING studios

601 NORTH FAIRBANKS COURT • CHICAGO 11, ILLINOIS
DElaware 7-0400

what makes WLAC click

Using WLAC alone Washington Mfg. Co. pulls 50,626 pieces of mail in 16 days

Mr. Lee Jones, Sales Manager of Washington Manufacturing Company, makers of Washington Dee Cee work clothing, Guymont and Deer Creek sport shirts, says, "In 16 days we received 50,626 pieces of mail! That to me is SELLING POWER PLUS! From 6:00 to 6:15 AM, Monday thru Saturday with Andy Wilson, we used only a one minute spot to attain this remarkable record. It's no wonder we at Washington believe WLAC is Nashville's station with sales power."

When WLAC *Clicks* . . . Its Advertisers *Click,* Too!

Whether we are selling workclothes, watches, chickens . . . or any other merchandise . . . WLAC Programs with Personalities hold and SELL radio listeners.

WLAC
NASHVILLE, TENN
CBS RADIO

The Nashville SALES Power Station

CBS RADIO 50,000 WATTS

NASHVILLE, TENNESSEE

For further information contact The Katz Agency, Inc.,
National Advertising Representatives

XUM

Jim Berryman in *Washington Evening Star*

Mass.) reportedly worked out basic propagation studies for the two controversial stations in cooperation with the Central Radio Propagation Labs. of the U. S. Bureau of Standards, RCA, the Army Signal Corps and private engineering consulting firms, although MIT was reported last week as having repudiated its initial recommendations on the two Baker stations.

Private broadcast engineers are expected to testify at future proceedings. One leading Washington engineer told BROADCASTING • TELECASTING the charges by Mr. McKesson were "absurd," and that any station at any site in the U. S. would have a certain amount of "auroral absorption" interference. He is not involved in the investigation. Outside engineers have, in the past, handled much of the VOA work on a sub-contract basis with the general contractor, and have worked on any of several projects.

"Loyalty" of a top VOA official was touched upon and challenged by a subcommittee witness at the Thursday morning session, when John C. Caldwell, former deputy director of the U. S. Information Service in South Korea and who also worked in China and Washington, discussed his official duties with W. Bradley Connor, assistant administrator for policy and plans under Dr. Compton in the IIA.

Mr. Connor's name was introduced earlier in the week when a directive bearing his signature and advising use of work by controversial authors, in limited instances for propaganda purposes, was submitted. Mr. Connor, in his testimony, said the directive was not issued by him.

Stupidity rather than subversion was blamed for mismanagement of Latin American broadcasting by Stuart Ayers, acting assistant chief of that division for VOA, who charged almost all of his 1952 budget was "squandered" on a "juvenile" program, *Eye of the Eagle*, with no propaganda value. The show, which cost $50-60,000, he said, featured a scientist who used a helicopter as fast as a jet plane, and was able to see through buildings with aid of an "atomic eye."

Other witnesses: Dr. Newburn Smith, chief, Central Radio Propagation Labs., Bureau of Standards; Wilson S. Compton; Gen. Frank A. Stover (retired), consultant, IIA; Charles B. Carrigan, government agent who negotiated the land purchase for Baker East; Frederick Freeman, acting chief of VOA's contract branch; Donald R. Creed, assistant chief of the domestic transmitter division, VOA; Howard Fast, author, New York; Edward Kretzmann, VOA policy advisor, Virgil Fulling, chief of Latin American news in VOA's central news bureau; J. M. Morgan, ex VOA engineer in Ceylon, and J. G. Watts, Portland contractor.

Future of FCC Hearings On Theatre TV Uncertain

FUTURE of theatre TV hearings before the FCC remained uncertain last week as the Commission studied the answers given to its questions by theatre TV attorneys two weeks ago [B•T, Feb. 16].

Just how the Commission might decide the worrisome problem of exclusive theatre TV frequencies—requested by motion picture producers and exhibitors—was undetermined last week. One close observer foresaw three possibilities:

● Commission might resume the two-days-a-week hearings with no change. Or, it might reframe the issues to speed up the proceedings.

● Commission might order the participants—Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee—to submit the remainder of their case in writing, in order to conserve FCC's time.

● On the grounds that it was familiar with the issues involved, the Commission might issue a decision either granting the request for an allocation for theatre TV or denying that application. This would be based, it was felt, on the fact that all the engineering and accounting data were in and that the policy issues were aired by Attorneys Vincent B. Welch of MPAA and Marcus Cohn of NETTC at the oral argument two weeks ago.

At that time, attorneys for the theatre TV interests answered eight Commission questions regarding the possible use of common carriers for theatre TV, who might operate theatre TV services if the FCC approved a special allocation, and how much use the motion picture industry might make of the spectrum space if their request was granted.

In their oral statements, the attorneys argued that common carriers could not furnish the facilities requested, that they intended to present witnesses to discuss how and who will operate the TV services and how much use might be made of it.

Theatre TV hearings began last October with technical and accounting data [B•T, Oct. 27, 1952]. Requested for exclusive theatre TV frequencies were 360 mc in the 5925-6875 mc band (now allocated for common carrier use). As alternates the motion picture interests suggested use of the Industrial Radio frequencies, 6575-6875 mc extended down to 6425 mc., or a band beginning at 10,700 mc (band 10,700-11,700 mc is allocated to common carrier fixed circuits).

Sarnoff Says Military Can Save $5 Billion

SAVINGS totaling $5 billion, about 10% of the military budget, can be made in the opinion of the Citizens Advisory Commission on Utilization of Manpower, headed by Brig. Gen. David Sarnoff, chairman of the board of RCA.

The 10-man commission of industry leaders disbanded Wednesday after Gen. Sarnoff submitted a final report to Charles E. Wilson, Secretary of Defense. The report said the armed services could operate effectively with 500,000 fewer members.

The commission started its project last November. Gen. Sarnoff had been named Oct. 22 by President Truman to head the organization.

Secretary Wilson named a new committee Thursday to develop a plan to recommend ways of reorganizing the Defense Dept. Gen. Sarnoff was included in the seven-man group, which is to report by April 30.

Hearing Coverage

NBC-TV Washington's production crew sweltered daily in 180-degree temperature in the network's mobile unit outside the Senate Office Bldg. during Voice of America hearings. NBC installed video cameras, using two for live presentation each morning from 10:30 until 12 and a film camera for newsreel clips in its local and network features. NBC radio recorded all proceedings for a 50-minute edited version aired nightly five minutes after midnight. No estimate was available on the number of viewers. WMAL Washington also covered the hearing.

INDUSTRY TO FIGHT EQUAL TIME RULES

BROADCAST industry began to roll up its sleeves in earnest last week with the avowed purpose of taking the thistles out of Sec. 315 of the Communications Act.

This is the provision which requires broadcasters to give all political candidates equal opportunity on the air if they permit one to use their facilities and also forbids them from censoring a candidate's speech.

Approved by the joint board of NARTB at its Florida meeting three weeks ago, and cleared with non-NARTB members, the all-industry assault on the vexatious no-censorship provision has as its primary aim the elimination of that ban.

Ready for Compromise

Failing that, the industry is prepared to accept a bill which will permit broadcasters to delete libelous and slanderous material from the broadcast orations of political candidates.

This would, according to Ralph Hardy, director of NARTB Government Relations, who is captaining the fight, put broadcasters back in the position they occupied before the FCC's 1948 Port Huron decision. This said, in effect, that broadcasters may not touch the speech of a political candidate, whether or not it contained libel or slander.

It was this FCC dicta which put broadcasters on the horns of a dilemma. On the one hand they could be sued for libel and on the other hand they could not protect themselves by forcing obstinate politicos to delete the offending material.

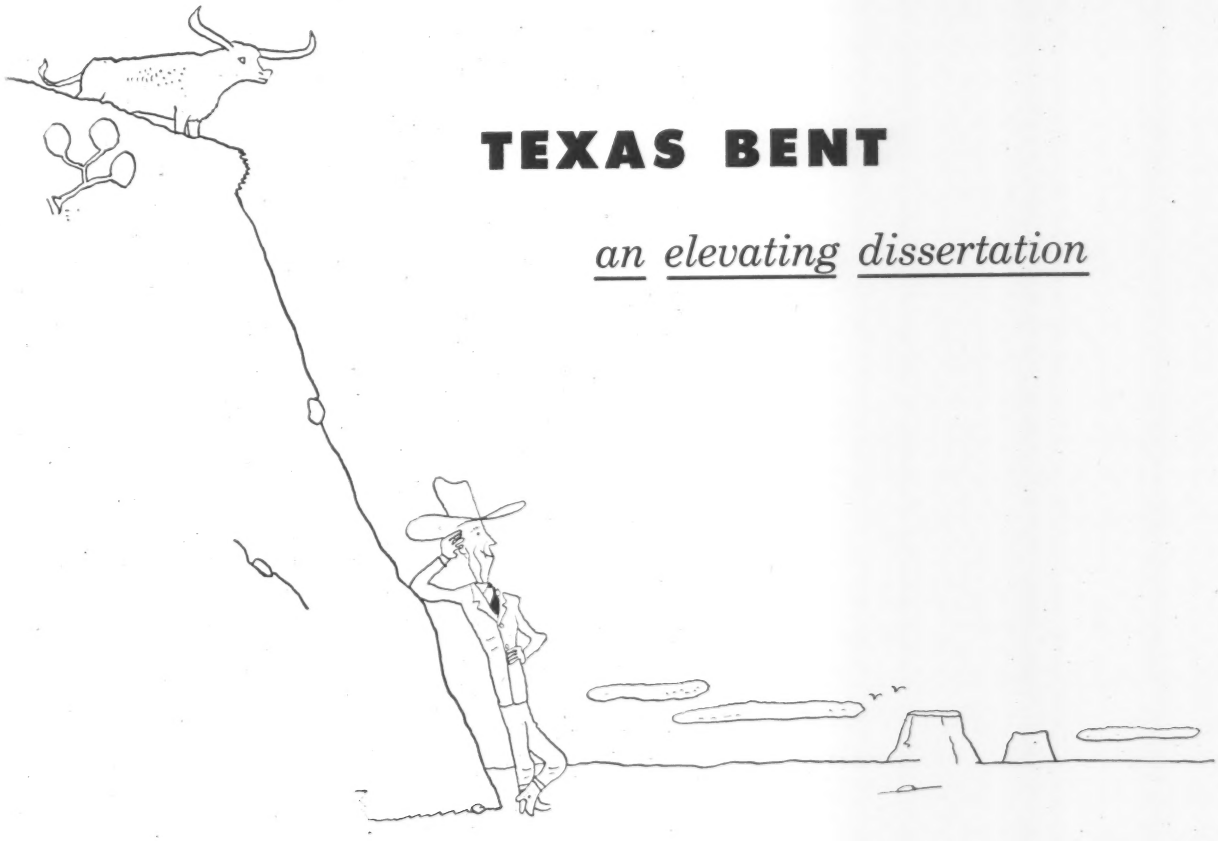
Mr. Hardy has spent the last two weeks preparing the strategy for putting the industry's case before the Congress and the public.

Next steps, he said last week, were to seek a sponsor for a bill to eliminate the offending no censorship provision from Sec. 315.

He has conferred with Reps. Walt Horan (R-Wash.) and Joseph P. O'Hara (R-Minn.), both of whom introduced bills in the 82nd Congress touching on this subject.

Rep. Horan recommended that Sec 315 be changed to grant broadcasters immunity from libel if aired by a political candidate. This was included in the House version of the McFarland Act last year, but was stricken from the final version in conference. This was done, said the conferees, because the subject had not been explored in hearing.

Rep. O'Hara suggested that Sec. 315 be amended by giving the broadcasters the right



TEXAS BENT

an elevating dissertation

FLYING across the unfenced sky, or looking from the windows of transcontinental trains, you miss the up-and-downness of the Panhandle's picturesque barrancas. Back in the days when a mile still had meaning, land-hungry settlers bought countless acres cheap—and unseen. One such stopped in the Land Office, so a story goes, to get directions to his newly acquired property. He got back a month later, was recognized by the clerk, who asked if he had located his land without too much trouble.

"Yes," the settler said, "I found it, but I couldn't get over it. All I could do was lean up against it."

KGNC's 10,000 watts of power climb over, under, around, and through the tamed territory of Texas, New Mexico, Kansas, Oklahoma, and Colorado which makes up our market—78 counties in all—of oil-, gas-, cotton-, wheat- and cattle-rich country. Amarillo is the wholesale and shopping center for this enormous area. If you want to "lean up against" about two million prosperous people via radio we'll be mighty glad to help you. And soon this spring you can lean on TV.

REPRESENTED BY THE O. L. TAYLOR COMPANY

to delete defamatory material, but iterated that there should be no censorship of political material. This was voted down on the floor of the House during debate on the McFarland Act. Rep. O'Hara reintroduced the bill in this session of the 83rd Congress. It is HR 539.

It is understood that Rep. Horan does not intend to reintroduce his bill exempting broadcasters from damages for libel. General consensus of radio attorneys, as well as NARTB, is that there is doubt of the constitutionality of such a course.

NARTB supported Rep. Horan's bill last year, but only as a stop-gap measure to give broadcasters some protection during the 1952 elections.

NARTB will support Rep. O'Hara's bill, Mr. Hardy said, if it is changed to indicate that the deletion of slander or libel does not constitute censorship. This is if it becomes obvious that there is no chance to delete the whole provision regarding censorship.

Fundamentally, NARTB would like to see Sec. 315 eliminated entirely, Mr. Hardy explained. Realizing that this is a long-range objective—and not likely to be realized in this Congress—the next best step is the cancellation of the obnoxious no censorship section, he said.

NARTB will oppose vigorously, Mr. Hardy added, any attempt to extend the blanket of Sec. 315 to include spokesmen for candidates. This was part of the Horan bill which deleted from the final draft of the McFarland Act.

Spokesmen Excluded

That Sec. 315 does not encompass spokesmen for candidates was established in a 1949 U. S. Court of Appeals ruling in Philadelphia (*Felix v Westinghouse Radio Stations*).

Reasons for giving broadcasters control over all that goes out over their station's transmitters, including the speeches of political candidates, was explained by Mr. Hardy in this wise:

The Communications Act now says that the licensee is responsible for what he broadcasts. Since he is responsible for operating in the public interest, he should be given the right to save himself from slander suits. As a responsible citizen of his community, the broadcaster can be trusted to deal with the problem of political candidates' censorship with extreme care. If any broadcaster were to act arbitrarily or capriciously, a candidate has every right to appeal to the FCC.

In addition to the constitutional question, another reason why NARTB has decided not to throw its weight behind immunity legislation is this, according to Mr. Hardy:

If broadcasters are declared immune to libel damages by legislation, it may be the first step in exempting broadcasters from any responsibility over what goes out from their stations. This logically leads to a common carrier concept (where the carrier is not responsible for the content of his "traffic") which is anathema to U. S. broadcasters.

That hearings may be held on this subject early in this Congress is virtually assured. It is known that Rep. Charles A. Wolverton (R-N. J.), chairman of the House Interstate & Foreign Commerce Committee, is anxious to put this problem at the head of his communications agenda.

ZENITH SUBMITS CH. 2 BID AGAIN

PETITION for reconsideration was scheduled to be filed late Friday by Zenith Radio Corp. asking the FCC to rescind its order dismissing the Zenith application for Ch. 2 in Chicago.

This was done two weeks ago in conjunction with the FCC approval of the merger of ABC and United Paramount Theatres Inc. [B•T, Feb. 16].

As part of the merger, CBS bought UPT's WBKB (TV) Chicago for $6 million. The merged company had to sell one of its two TV stations in Chicago (ABC owned WENR-TV) under the Commission's duopoly rules forbidding the ownership of more than one station in a market by a single company.

WBKB, now CBS owned and renamed WBBM-TV, is due to change from Ch. 4 to Ch. 2 under the FCC's Sixth Report and Order [B•T, April 14, 1952].

FCC's Reasons for Dismissal

The Commission dismissed Zenith's application for Ch. 2, which was filed in 1948, on the grounds that Zenith relinquished its rights by not participating in the allocations proceedings and in the WBKB renewal case (part of the multi-faceted Paramount case).

The Zenith petition, it is understood, will stress that it is being discriminated against. It will cite the Lancaster, Pa., case which it will claim is similar to its position.

In the Lancaster situation, the Commission ordered WGAL-TV to change from Ch. 4 to Ch. 8. WLAN Lancaster was an applicant for Ch. 8 and protested the change without hearing. The Commission ordered both applications to hearing, but granted WGAL-TV a conditional grant to operate on the higher frequency. The Lancaster station is now operating on Ch. 8, with WLAN having an appeal in the U. S. Court of Appeals against the Commission's conditional grant to do this.

Rumors that CBS and Zenith were working to keep both Ch. 2 and Ch. 4 in Chicago were dubbed unfounded by both CBS and Zenith officials. H. Leslie Atlass, CBS Central Division vice president, said they were "absolutely incorrect." He said that WBBM-TV had ordered a 100-kw Ch. 2 transmitter and that the transmitter was scheduled to go into operation in three or four months.

Ch. 4 is due to be used by Milwaukee's WTMJ-TV (now on Ch. 3) when WBBM-TV moves to Ch. 2.

The frequency changes, required by the FCC in 30 instances are to overcome interference in the light of the new allocations.

FCC Sets in Motion Procedure To Amend Contract Filing Rule

PROPOSED rule-making procedure was set in motion Thursday by FCC to amend its rule (Sec. 1.342) covering filing of contracts by broadcast licensees and permittees.

Two objectives are cited by the Commission in proposing the change—to define more clearly the types of documents it wishes to have in the files and to eliminate the need for filing some contracts required under the rule as it now stands.

Comments will be received through March 20, with another 10 days for replies. FCC will decide after reviewing these comments whether to hold a hearing or oral argument.

The Commission announced an order adopted Feb. 11 which deletes from its Form 323 (Ownership Report) paragraph 8, lines 7 and 8, requiring that licenses report annually the total sum paid by each stockholder for the stock and date of acquisition. This information is not needed and imposes an unnecessary burden on licensees, it was held. The action applies when the ownership report is used to render an annual accounting of ownership.

Sees Ambiguity

Purpose of the proposal to revise 1.342 is to give the Commission full information on contracts covering ownership, management and control of stations. Some of the provisions are ambiguous, the Commission believes, and experience has shown it has no need for some of the documents not filed.

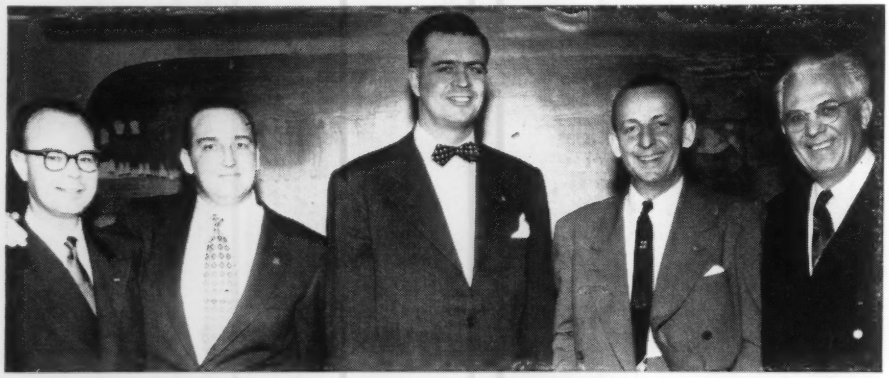
The revision covers six main classes. These follow:

(a) Documents, instruments or contracts relating to network service, designed to keep FCC informed of compliance with chain broadcasting rules. Not required are transcription agreements; TV film contracts; BMI, SESAC or ASCAP documents; news association contracts. Only network affiliation agreements would be required.

(b) Contracts involving ownership or control of licensees or permittees, or of their stock, rights or interest therein. This is designed to inform FCC on ownership and control along with any changes. It is limited to partnership, association and incorporation instruments; by-laws affecting charter, control, number of officers or directors, voting rights, and any instruments affecting changes in by-laws. Agreements on ownership or voting rights involving transfers and new stock are covered as well as proxies for period over one year; mortgage or loan agreements specifying dividends, purchase of new equipment and maintenance of current assets; agreement showing changes in officers, directors or stockholders as specified in Sec. 1.343.

(c) Documents and contracts on sale of broadcast time for resale, including brokerage deals.

(d) Contracts covering functional music



MICHIGAN VIPs greet Worth Kramer, WJR Detroit vice president and general manager, after Mr. Kramer's address at the annual VFW dinner in Washington. L to r are: Sen. Charles E. Potter (R-Mich.); Jasper Kohn, Michigan state VFW commander; Gov. G. Mennen Williams; Mr. Kramer, and Sen. Homer Ferguson (R-Mich.).

Advertisement

EVER *Psychoanalyze* A CITY?

WEMP DID and found that MILWAUKEEANS prefer

- ***MUSIC***

Another reason for the year 'round popularity WEMP enjoys in homes, stores, offices, clubs and cars—day and night.

- ***NEWS***

Thirty times daily, prepared by Milwaukee's largest independent radio news department.

- ***SPORTS***

More sports broadcasts than any other Milwaukee station. Earl Gillespie, Wisconsin's favorite, does three sportscasts daily, and all play-by-play reports.

They add up to consistently high ratings all year long. Remember, for $100 to $300 per week, or more, a WEMP spot campaign delivers 2 to 2½ times more audience per dollar than any network station in town.* Call Headley-Reed!

* Based on latest available Hooper Comprehensive and SR & DS rates.

WEMP

AM 1340 K.C. — MILWAUKEE'S 24-HR. A DAY STATION — FM 94.1 M.C.

WEMP SCORES NEWS BEAT AS AIR FORCE JETS CRASH

MILWAUKEE STATION SHOWS HOW NON-NETWORK PROGRAMMING PLUS WELL-STAFFED NEWSROOM PERMITS SUPERIOR NEWS COVERAGE.

Superiority of WEMP local news coverage demonstrated again January 31 when WEMP News Department broke tragic story of four F-86 Air Force Jets which crashed near Milwaukee.

Station kept ahead of competition during five-day search for planes and two missing pilots. Initial "trouble" flash on police radio January 31 at 6:53 p.m., was broadcast immediately by interrupting music program. Other bulletins followed.

WEMP News Director Don O'Connor hurried to scene of crashes, joined in search, and employed portable tape recorder to gather on-the-spot descriptive material and interviews.

Meanwhile, Newsroom personnel recorded and broadcast phone interviews with USAF Commanding Officer, Truax Field, Madison, home base of the lost jets. WEMP correspondents out in the State accompanied 650 Civil Air Patrol members, Military Academy students and Air Force personnel, plus 50 planes, and advised the newsroom of developments.

Station beat all competition handily with announcement 5 days later that the last plane and pilot's body had been found. News Department received special commendation from Milwaukee Radio Amateur's Club for early notification of crashes that enabled their mobile radio units to aid in search.

NOT CONTENT with wire service reports, WEMP News Director Don O'Connor goes to the scene of USAF jet crashes in Wisconsin with battery operated tape recorder. The disaster took the lives of two jet pilots, cost four planes and endangered the lives of a million people when the pilots bailed out near Milwaukee.

O'Connor joined the Civil Air Patrol and others in the five-day search for two of the pilots later found dead with unopened parachutes. Top news in Milwaukee for a week, WEMP coverage dwarfed other stations.

Advertisement

XUM

such as storecasting, transitcasting, background music and similar services.

(e) Time sales to the same sponsor for 2 hours or more per day, unless length of the events broadcast is not under control of the station (sports events, musical programs, etc.)

(f) Documents and contracts relating to the utilization in a management capacity of any person other than an officer, director, or regular employe but also including the latter persons in all cases where such persons receive either a percentage of the net profits or share in any losses incurred in the licensee's operation. With the exception of the two situations specified, this clause would not require filing of agreements with persons regularly employed as general station manager, with sales managers or salesmen, with program and technical officers and employes, with engineering consultants, accountants, attorneys, performers, station representatives, labor unions and similar agreements.

The proposed rule would not require verification of documents and contracts.

HEARST URGES CH. 10 MILWAUKEE CHANGE

THE TV station proposed by Hearst Corp.'s WISN Milwaukee on vhf Ch. 10 will put on more educational programs than are planned by the pending educational applicant there, FCC was told by the station last week in its plea for removal of Channel 10's reserved status and for immediate grant of the WISN bid.

WISN's application, filed five years ago, went through hearing and was in position to receive Commission action as the only applicant for Ch. 10 and then FCC imposed the TV freeze.

The Commission heard oral argument last Monday on WISN's petition, in effect a request for reconsideration of the Sixth Report and Order which finalized the TV reallocation plan and put an asterisk, or reserved-for-education tag, on Ch. 10 in that city. Also taking part in the argument were FCC's Broadcast Bureau, the Joint Committee on Educational Television and the Board of Vocational and Adult Education of Milwaukee, all three of whom supported FCC's reservation of Ch. 10 and opposed the WISN petition. The Board of Vocational and Adult Education last December filed for reserved Ch. 10.

William J. Dempsey, counsel for WISN, pointed out that even though the Sixth Report wiped out all previous hearings, the Commission in its discretion could just as well choose one of four possible uhf channels usable there and reserve it for education, thus freeing Ch. 10 for an immediate grant to WISN, the only long-pending bidder for it.

By this action, he said, FCC could "immediately institute service of a competitive character. We are prepared to go on the air within 60 to 90 days at the most, and will file immediately an application for maximum height and power."

WTMJ-TV, now on Ch. 3 but assigned Ch. 4 under the reallocation plan, is the only existing station there. A post-thaw grant for uhf Ch. 25 to WCAN there was made by the Commission a fortnight ago. FCC also has allocated vhf Ch. 12 and uhf Chs. 19 and 31 there, but multiple applications pend for these facilities.

Noting the educational application "provides an operation of five to ten hours a week," Mr. Dempsey stated in behalf of WISN:

We have committed ourselves to give more hours than that to the very same agencies and put on the very same programs, so that the people of Milwaukee will get exactly the same programs that the vocational school proposes, will get them on a competitive basis with, I think, a better listening audience, will get them without cost, and produced with far more equipment than the school is going to have available on the basis of its application.

Concerning the petition of WFOX Milwaukee to retain procedural rights should Ch. 10 be made available on a commercial basis, Mr. Dempsey pointed out that the pre-freeze Milwaukee TV hearing did not involve all channels "in one pot" as claimed by WFOX, but rather specific bidders for specific channels. He noted WFOX at that time asserted it sought only Ch. 8.

Joseph M. Kittner, assistant chief of FCC's Broadcast Bureau, asserted WISN no longer has procedural rights to Ch. 10 since the Sixth Report wiped out the hearing as it did 10 other similar proceedings. He argued that if FCC deviates from the allocation plan to grant WISN's plea, the basic principles of the whole allocation decision would be undercut.

Charles S. Rhyne and William F. Rasche, appearing for the Board of Vocational and Adult Education, supported FCC's basic legal authority to make the reservation and opposed giving "second class" uhf service to education.

Seymour Krieger, counsel for JCET, directing his argument to the legal issues involved, contended "it is absolutely crystal-clear that Hearst Radio has no rights whatsoever with respect to Ch. 10." He noted FCC has ruled on this point of an applicant's procedural rights four different times during the reallocation proceeding. "The only rights that mature to an applicant is when the applicant gets a grant and then he is given protection," he said.

WNDR vs. WSYR Case To Go to Trial

SUIT filed by WNDR Syracuse charging WSYR-AM-TV with antitrust violations will go to trial following rejection by Judge Stephen I. Newhouse, in U. S. District Court, of a motion by the defendants in which it was claimed WNDR's suit was not approved by its board of directors.

WNDR charges Samuel I. Newhouse, two Syracuse newspapers and WSYR-AM-TV with conspiring against it, and asks $1,088,112 in damages. The motion was argued last Dec. 26.

Judge Brennan ruled that "for the purpose of this motion it is sufficient to say that a lack of harmony appears to exist in the board of directors, at least insofar as the prosecution of this action is concerned. In the consideration of this motion there immediately arises the question of whether or not the defendants may attack the legality of the procedure taken by the plaintiff corporation as a basis for the instituting of this action."

The court ruled lack of jurisdiction and insufficiency of process had not been shown. The complaint had not been signed, as required by federal court rules, but the court gave permission to remedy the omission.

FCC Grants KWEM Move

KWEM West Memphis, Ark., 990 kc, 1 kw day, was granted permission last week to move its main studios across the river into Memphis, Tenn., when FCC set aside an earlier action which designed KWEM's request for a hearing.

The application was set for hearing on issues which FCC said related "primarily to future programming policies . . . with particular reference to the needs for expression of the inhabitants of West Memphis." KWEM replied in a petition which contained "all the information" which could be obtained from oral testimony, and which stated that a hearing would delay the decision for an exratordinarily long time. FCC granted the petition and original application.

Hollis Seavey Named Director Of CCBS; Succeeding Quaal

Clear Channel group in Washington will have its new director "in the immediate future." Mr. Seavey leaves MBS as director of its Washington operations.

HOLLIS M. SEAVEY, MBS director of Washington operations and retiring president of Radio-TV Correspondents Assn., has been named director of Clear Channel Broadcasting Service, headquartering in Washington.

Mr. Seavey

In announcing the appointment Edwin W. Craig, WSM Nashville, chairman of CCBS, said Mr. Seavey will assume his new duties "in the immediate future," possibly within a fortnight.

Mr. Seavey succeeds Ward L. Quaal, who resigned last summer [B•T, July 21, 1952] to join Crosley Broadcasting Corp. as assistant general manager. Prior to Mr Quaal the CCBS directorship had been held by Victor A. Sholis, now vice president of WHAS-AM-TV Louisville.

For three years Mr. Seavey has been Washington operations director of MBS. He had been with WOL Washington when the station was operated by the Cowles interests.

Two weeks ago Mr. Seavey completed his term as president of Radio-TV Correspondents Assn., in which he had been active four years.

Mr. Craig, in announcing the appointment, made this statement: "CCBS has acquired in Mr. Seavey a director with extensive radio experience. We are confident he will carry on with efficiency and skill the functions performed in the past by Messrs. Quaal and Sholis."

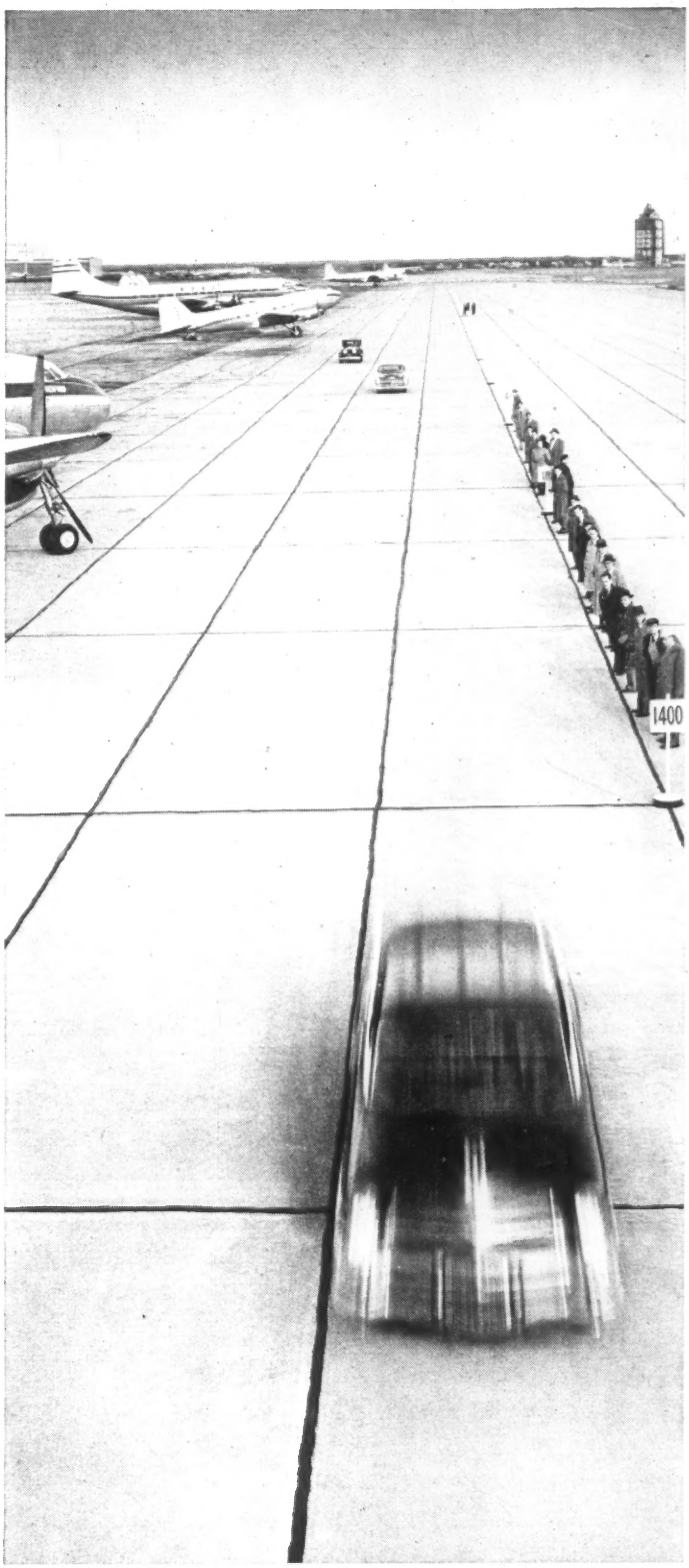
The law firm of Kirkland, Fleming, Green, Martin & Ellis serves as CCBS counsel. Norma MaDan continues as assistant to the CCBS director at Washington headquarters in the Shoreham Bldg.

ANA Spring Meet Set March 18 in Hot Springs, Va.

SPRING meeting of Assn. of National Advertisers will be held March 18-20 inclusive at The Homestead, Hot Springs, Va., with programs stressing the role the advertising department can play in making an even greater direct contribution to company profits, ANA president Paul B. West announced last week.

Mr. West

George J. Abrams, advertising manager of Block Drug Co., is chairman of the program committee, whose composition this year is representative of several ANA steering committees and industry groups. Attendance at the spring meeting will be limited to members and invited advertiser guests.



20 SECONDS AFTER start of acceleration test, 1953 car with 1953 gasoline pulls far ahead of same model car using 1925 gasoline. Trailing both new cars is an automobile of the twenties fueled with 1925 gasoline. By every test, including ton mileage, today's gasoline proves 50% better than 1925 gasoline.

Runway Tests Prove Gasoline 50% Better Than in 1925

Priced the same as it was then, 2 gallons now do work of 3

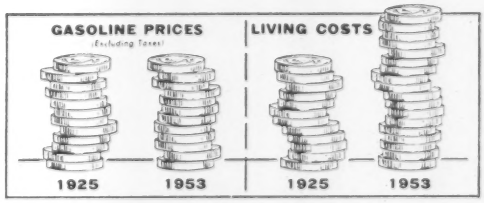
Dramatic automobile tests at New York International Airport, "Idlewild," prove that 2 gallons of today's gasoline do the work 3 gallons did in 1925.

Today's gasoline, these tests show, is worth 50 percent more by every measure of automobile performance and economy — even taking into consideration the great improvement of car engines and designs. To make test results even more remarkable, today's gasoline still costs about the same as gasoline did in 1925 — *only taxes are higher.* In the same period the price of most things you buy has gone up sharply.

This increase in gasoline quality has been the direct result of constant competition in every branch of the oil industry. Every day, oilmen try to win your business by doing their jobs better, faster, more efficiently.

That's why you get the finest oil products at the world's lowest prices. And this is just one way you benefit from the American system of free competition where privately-managed oil companies have a chance to earn a profit while serving you.

For a free booklet about the improvements in today's gasoline, "2=3," write to Oil Industry Information Committee, American Petroleum Institute, Box 59, 50 West 50th St., New York 20, N. Y.



1953 GASOLINE is an outstanding buy. While general living costs in the U. S. have jumped 52.2% since 1925, gasoline today is priced about the same as gasoline was then — *only the taxes are higher.*

STILL LEADING THE PARADE!

Continuing a lengthy tradition of notable television "FIRSTS"—WOW-TV, Omaha, is the FIRST television station in the massive Midlands to offer advertisers and viewers—

MAXIMUM POWER*

100,000 Watts Video - 50,000 Watts Audio

MAXIMUM COVERAGE

WOW-TV's NEW 100 K. W. "MAXIMUM POWER" envelops thousands of potential new television viewers in Nebraska, Iowa, and Missouri—in the heart of the rich agricultural-industrial Midwest.

NOW! Your advertising message reaches the largest potential television audience possible in the Omaha market area exclusively on—

Frank P. Fogarty
General Manager

WOW-TV

Fred Ebener
Sales Manager

OMAHA - CHANNEL 6

As Powerful As ANY Station In Its Range Is Or Can Be!

A MEREDITH STATION — BASIC NBC & DUMONT AFFILIATE — Represented by BLAIR-TV, Inc.

AD COUNCIL, NARTB PRAISED FOR ROLES IN 'VOTE' CAMPAIGN

Advertisers, local and network radio-TV contributed heavily to the pre-election vote drive, sponsored by the American Heritage Foundation. From network radio: 308 million radio home impressions; from network TV, 557 million.

RUNDOWN on the contributions of the radio and television industry to the success of the American Heritage Foundation's national non-partisan "Register and Vote" campaign during 1952 was provided by the foundation last week.

Singled out for special praise were the Advertising Council, which mobilized advertising support of all media on behalf of the campaign, and NARTB, which enlisted the assistance of radio and television broadcasters throughout the nation.

The foundation outlined the long range results of the campaign as follows: The participation of 53 national non-partisan organizations with a combined membership of 26,800,000, without reward, from June until November; the assurance that a majority of these organizations will continue in the national effort to increase interest in registration and voting; and a reversal of the trend of non-voting with a majority of the adult citizens "reassuming the role of active participants to roll up a record-breaking registration and vote."

Pointing out that the Advertising Council has handled American Heritage campaigns in cooperation with the foundation since 1947, AHF declared that council efforts resulted in "millions of dollars worth of advertising [which] stressed the importance of registering and voting." Leo Burnett Co. Inc., Chicago, served as the volunteer advertising agency on the campaign.

Four-Month Breakdown

"Between July 4 and Nov. 4, network advertisers, advertising agencies and the four major networks—ABC, Mutual, CBS and NBC—cooperating with the Advertising Council's radio allocation plan, carried more than 1,100 network program messages," foundation officials said. "Register and vote messages reached every type of audience, during the morning and afternoon and night, in news, sports, daytime serial, dramatic, quiz, mystery, musical and comedy broadcasts."

Pointing up the scope of the network radio support, the foundation revealed that an audience study, made by the Advertising Council of 175 selected commercial network programs whose messages were heard by council monitors, indicated that the campaign received a circulation of 308,117,000 radio home impressions. This circulation on network-sponsored programs alone, the foundation stressed, "is more than 75 times the circulation of a single broadcast of the *Jack Benny Show*, one of radio's most popular nighttime programs.

Cooperating with the council's television allocation plan were the network television advertisers, advertising agencies and ABC, DuMont, CBS and NBC, the foundation reported, noting that these joint efforts resulted in the carrying of more than 300 network program messages on "Register and Vote."

"The council made a special audience study of selected commercial network programs whose register and vote messages were seen or heard by council staff monitors," AHF continued. "The study used the audience measurement figures provided by the A. C. Nielsen Co. Through these 150 sponsored network programs alone, the campaign received a circulation of 566,971,000 television home impressions."

The task of mobilizing the efforts of local and regional radio and television stations was assumed by NARTB, the foundation said. Cited as highlights of NARTB's accomplishments were 201,091 unpaid spot announcements donated by 718 stations; 8,173 non-commercial and locally-originated "Register and Vote" programs on the same stations; 172,868 "minute capsules" devoted to voting messages, and 118½ solid 24-hour days of time in the last 11 days before the election.

Highlights of special radio and television support of the campaign, as cited by the foundation, were distribution of a series of "Register and Vote" kits by NARTB and the foundation periodically to some 3,000 radio stations; broadcasting for five minutes daily for 50 days by NBC of radio messages obtained by the foundation from distinguished Americans; broadcasting of a 15-minute Lowell Thomas program, "What Every Voter Should Know," by CBS several days a week; MBS' "Lights On, Votes Out" project, and the carrying by DuMont of 130 vote messages between Oct. 7 and Nov. 4.

NARTB Exhibitors Sign

NARTB associate members have been notified of plans for the services and light equipment exhibits to be held during the annual industry convention April 28-May 1 at the Biltmore Hotel, Los Angeles, and are reserving space. The association has 90 rooms available on the second floor of the Biltmore, according to Arthur C. Stringer, exhibit manager. Four large exhibit halls will house heavy equipment.

Joint BMI-BAB Clinic Proposal Receives Station Acceptance

PROPOSAL for combined BMI-BAB sales-program clinics [B•T, Feb. 16] has been quickly accepted by station operators, and all 42 of the two-day meetings, starting May 25 and continuing through July 11, have been approved, according to Carl Haverlin, BMI president, and William B. Ryan, president of BAB.

Dates and hotels were set last week for seven of the two-day clinics and arrangements for the others were in the works, as well as the complicated travel schedule involved for the meetings, two of which will be in session concurrently approximately 80% of the time. Mr. Ryan stressed the fact that the BAB sales clinics, in the past restricted to personnel of BAB member stations, will be open this year to all broadcasters attending the BMI program sessions.

Clinics definitely scheduled to date are: May 25-26, Hotel Plankington, Milwaukee; June 10-11, Fort Shelby Hotel, Detroit; June 17-18, Seelbach Hotel, Louisville; June 24-25, Mulnomah Hotel, Portland, Ore.; July 1-2, Cosmopolitan Hotel, Denver; July 8-9, Roanoke Hotel, Roanoke; July 9-10, Radisson Hotel, Minneapolis.

WOR-TV Makes New Strides in Engineering and Programming

When FCC approves, WOR-TV will have its transmitter placed atop the Empire State Bldg. at an estimated cost of $484,830. Coincident with this move, station announces program expansion.

WOR-TV New York took two major steps last week—one in engineering, one in programming—to advance its claim to the title, the "Easy to See" station.

It signed for installation of its transmitter atop the Empire State Bldg., already in use by all other New York City TV stations, and applied to FCC for permission to make the change, which it estimated would cost a total of $484,830.

In the program field, the station announced that its pioneering policy of repeating live dramatic shows five nights a week would be expanded to include two "Matinee" performances, and that another block of live repeats on a five-night-a-week basis would be inserted into the regular evening schedule, effective March 7.

Subject to FCC approval, WOR-TV transmissions from the Empire State locations would start in early summer, Mr. O'Neil said.

The application for FCC approval of the change estimated that "acquiring or constructing buildings" would cost $110,000 and modification of existing equipment, $25,000, and placed total cost of change at $484,830.

It estimated the station's operating cost the first year after the change would amount to $3,240,000 and that revenues for that year would exceed the estimated operating cost by $260,000.

Station spokesmen said no plans had been made for disposition of WOR-TV's present tower in North Bergen, N. J., which was erected in 1949 at a cost of $300,000. They said it might be dismantled (at an estimated cost of $100,000) and sold to a new TV station, or might be retained as a supplementary tower.

THOMAS F. O'NEIL (r), president of General Teleradio Inc., owner of WOR-TV New York, signs contract for installation of transmitting equipment atop the Empire State Bldg. William J. Kearry (l), president of the Empire State Bldg. Corp., points to scale model of the skyscraper.

DEAR TIME BUYER:

The station that SELLS is the station to buy in Cincinnati.

It takes more than AUDIENCE TO SELL.

It takes AIR SALESMANSHIP. WCKY gives you BOTH.

We at WCKY have the salesmen to do the job—salesmen like Rex Dale and the Makebelieve Ballroom, Leo Underhill and Breakfast Time, Nelson King and the Daily Hit Parade, Paul Miller and the Paul Miller Show, Nelson King and Marty Roberts on the Jamboree.

WCKY backs up the "know how" of its salesmen with solid, well established local programming of news and music.

Buy WCKY—the station that sells because of its "know how"—the station that concerns itself with your share of sales—the station that is known as THE SELLINGEST STATION IN THE NATION.

Sincerely,

L. B. Wilson

WCKY . . . ON THE AIR EVERYWHERE ● TWENTY

The Sellingest Station in the Nation

JOIN THIS LIST OF OUTSTANDING NATIONAL AND LOCAL ADVERTISERS ON WCKY FOR INCREASED SALES:

Tide • Zest • Ford • Premium Crackers • Waverly Fabrics • Shulton Old Spice • New York Central RR • Bavarian Brewing Co • Cincinnati Transit Co • Bayer Aspirin • Florida Citrus • Spic & Span • Hudepohl Brewing Co • Muntz TV • Cincinnati Bell Telephone • Dr Lyons Tooth-powder • Puss 'n Boots • Cincinnati Gas & Electric Co • Vaporub • Vatro-nol • Dr. Caldwell • Kroger • General Electric • McCormick Tea • Virginia Dare • Wonder Bread • MGM • B & O RR.

FIFTY GRAND IN SELLING WATTS

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

TWENTY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

XUM

NEW TV GRANTEES PREPARE PLANS

Both new and "old" TV station grantees summarize latest target dates, network affiliations, construction and other plans.

WHEN will last week's new television station grantees get on the air?

Here are their reports, as told to B•T:

WJMR-TV New Orleans, uhf Ch. 61 grantee, will begin construction immediately and the station will be rushed to completion, according to a joint announcement from Chester F. Owens, president, George A. Mayoral, executive vice president, and James E. Gordon, vice president and general manager.

Mr. Mayoral, who also is associated with General Electric as a TV advisory engineer, will supervise the construction.

The joint announcement said it was impossible to set a definite date, but earlier Mr. Owens reported to B•T that he hoped to have the new station on the air within 90 days. He declared negotiations were in progress for GE equipment. There has been no decision as yet in connection with either network affiliation or station representation, he said.

Time Saving

The announcement said much time will be saved because the TV antenna will be atop the present WJMR tower on the Jung Hotel, which, according to the station officials, is the highest tower in the city of New Orleans. Since the transmitter and studio equipment will be housed in the hotel, weather conditions will in no way hamper the construction, they said.

Gene Cagle, president of Texas State Network, told B•T that no definite target date yet could be set for the uhf Ch. 20 operation at McAllen, Tex. He is hopeful of placing the station on the air by September, he said, but this is dependent upon delivery of equipment. DuMont equipment was specified, Mr. Cagle reported. No national representative has been named and network affiliation has not yet been negotiated, he said.

The *Hannibal* (Mo.) *Courier-Post*, permittee of KHMO-TV, said last Wednesday, following FCC's action in granting vhf Ch. 7, that a target date for operation would be set as soon as problems in connection with the transmitter location are settled. It was thought the station would be on the air by fall. RCA equipment is specified. KHMO representative is John Pearson Co. Negotiations for network affiliation will be undertaken promptly, it was stated.

Leon Podolsky, president of Greylock Broadcasting Co., uhf Ch. 74 grantee for North Adams, Mass., said he has no plans for starting date, network affiliation or national representative.

Beloit Broadcasting Co., which was granted uhf Ch. 57 a fortnight ago, expects to begin telecasting sometime this fall, Sidney Bliss, president of WGEZ Beloit, said. The new TV station has named George W. Clark as national representative, Mr. Bliss added. He said equipment has not been ordered yet, nor had the type been determined. He will negotiate network affiliation within the next fortnight. The station, he said, would operate with a 1 kw transmitter, using a 500 to 600 ft. antenna.

Allen B. DuMont Labs. Inc., Clifton, N. J., said it shipped a 500 w transmitter last Thursday to KCJB-TV Minot, N. D., vhf Ch. 13 grantee. The station was to apply for special temporary authorization from FCC last week to begin operation, DuMont representatives said.

The equipment firm reported the station has been operating a closed circuit TV service to bars, eating places and hotels as an interim substitute for regular on-the-air operation, meanwhile training personnel to operate TV equipment.

Temporary Antenna

DuMont said that the station will build a 187 ft. temporary antenna tower atop KCJB (AM)'s building at 104 Main St.

John W. Boler is president and general manager of the station, target date of which is set for May 1, according to DuMont Labs.

WKNB-TV New Britain, Conn., which began operating Feb. 13, was hooked into the Bell System's nationwide TV network facilities the following day, AT&T, New York, reported. Network programs are sent to the station from the New York-Boston relay system, beamed over a new microwave link to a receiving tower near WKNB-TV, the announcement said. With WKNB-TV, AT&T now serves 120 TV stations in 76 cities, the telephone company said.

The official start of operations for WKNB-TV, on uhf Ch. 20, came when the station put its test pattern on the air at 11:55 p.m., Feb. 11, the station said (see picture).

The station went on with full 20 kw radiated power, it reported. WKNB-TV claimed it received 150 telephone calls "from all parts of central Connecticut reporting very good reception," during the midnight to 1 a.m. test pattern period the opening night.

WKNB-TV said it is New England's first uhf station, and it said first reports from dealers and distributors indicate a "tremendous" demand for uhf converters in the area.

WROV-TV Roanoke, Va., assigned uhf Ch. 27, aired its first test pattern at 12:35 a.m. Sunday, Feb. 15, Frank E. Koehler, general manager, told BROADCASTING • TELECASTING.

"Reception at five widely scattered pick-up points included the downtown area and various residential areas showed the best test patterns ever seen in this area—excellent," Mr. Koehler said.

"Some inside antennas—some outside" were used, he reported.

Mr. Koehler said test patterns would be aired daily from 10 a.m. to 5 p.m., and 7:30 p.m. to 9 p.m.

According to George Burgeon, chief engineer of WFPG-TV Altoona, Pa., that station, assigned vhf Ch. 10, is ready to go on the air as soon as an 86-foot General Electric 12-bay antenna is erected atop an 89-foot tower on Wopsy Mt., five miles northwest of Altoona. General Electric said the antenna height above average terrain will be 990 ft.

Network affiliation for two stations was announced last week:

KING-TV Seattle, Wash., a pre-freeze station on the air since 1948, has announced basic primary affiliation with NBC-TV in the Seattle-Tacoma area effective March 1.

Harold Cowgill, manager of WTVP (TV) Decatur, Ill., said his station would be affiliated with CBS-TV.

WBZ-TV Boston was to have increased its power to 100 kw last weekend, barring unforeseen delays, according to W. C. Swartley, manager of Westinghouse Radio Stations in New England. WBZ-TV is a pre-freeze station, having gone on the air in 1948.

Change in call letters for North Jersey's first uhf station was announced by the Atlantic Video Corp., Asbury Park, N. J., of which Walter Reade Jr., motion picture theatre circuit executive, is president.

The new call letters for the Ch. 58 outlet are WRTV (TV), which stand for the "Walter Reade Theatre of the Air," according to the station. Station officials claim there should be good reception in an area 30 miles from Asbury Park, which will include the lower portion of Manhattan, as far north in New Jersey as Newark, as far south as Toms River and as far west as Hightstown.

Harold C. Turke, appointed coordinating director for WRTV (TV), is formulating equipment and operational plans for the station.

THROWING switch to link new uhf Ch. 30 WKNB-TV New Britain, Conn., with CBS-TV on Feb. 13 is President Julian Gross (r), assisted by Manager Peter B. Kenney.

Further Staff Changes Made For CBS-TV's New WBBM-TV

APPOINTMENT of William L. Ryan as program director of WBBM-TV Chicago was announced last week by H. Leslie Atlass, vice president of CBS Central Div.

Mr. Atlass, who also is general manager of WBBM, will broaden his duties to include similar managerial responsibilities for WBBM-TV. Mr. Ryan has been production manager of the old Balaban & Katz WBKB (TV) Chicago.

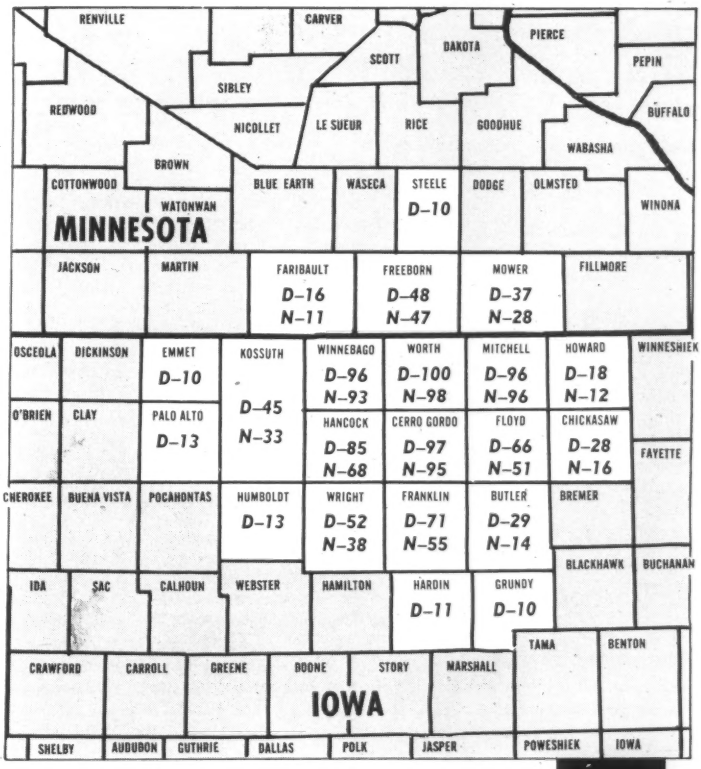
Earlier, George J. Arkedis, CBS-TV central network sales manager, was named WBBM-TV sales chief [AT DEADLINE, Feb. 16].

Other changes at WBBM-TV involve Joseph Novy, who became chief engineer. He was replaced in this post at WBBM by William Fligel. Richard G. Cahill also joined the new CBS-TV outlet as an account executive.

Mr. Ryan's background includes legitimate stage and motion picture production, and radio and electronics engineering. He joined B&K's WBKB in July 1946 as a lighting technician, later became studio manager, and later, in 1947, production chief.

Mr. Arkedis was with CBS in New York prior to joining CBS-TV sales in Chicago in June 1949. He later was an account executive with CBS-TV Network Sales in New York. Previously he was associated with McGillvra Co., station representative firm.

Mr. Cahill formerly was with NBC-TV film sales and WNBQ (TV) Chicago, NBC television outlet.



D - Daytime Audience N - Nighttime Audience
Total weekly audience percentages from Standard Station Audience Report, Spring, 1952.

facts show you need kglo

TO SELL THIS RICH MARKET

There's one sure way of selling northern Iowa and southern Minnesota. Facts and figures *prove* you get your message across to this rich midwestern farm market by KGLO radio. You reach a total weekly *responsive* buying audience of 59,400. Make sure *you* include KGLO . . . for dollars well invested.

HOOPER RADIO AUDIENCE INDEX

Mason City, Iowa **CITY ZONE** **Nov. - Dec., 1952**

SHARE OF RADIO AUDIENCE								
TIME	RADIO SETS IN USE	KGLO	Station "A"	Station "B"	Station "C"	Station "D"	Station "E"	OTHER AM & FM
Mon. thru Fri. 8:00 AM — 12:00 Noon	28.2	59.2	0.3	16.1	6.3	4.4	10.5	3.3
Mon. thru Fri. 12:00 Noon — 6:00 PM	26.6	73.2	1.3	11.8	7.2*	2.1	4.7	1.5
Sunday 12:00 Noon — 6:00 PM	24.3	52.0	0.8	31.6	5.5*	1.5	3.8	6.2
Sun. thru Sat. Eve 6:00 PM — 10:30 PM	38.4	81.7	0.4	7.9	—	0.6	7.4	1.9

*The above measurements are adjusted to compensate for the fact that Radio Station "C" signs off at 4:45 PM in November and December.

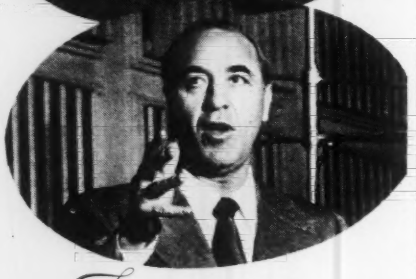
kglo, mason city, iowa

1300 KC — 5000 Watts • Full Time, CBS • Affiliated with WTAD, Quincy, Illinois
For availabilities, write:
Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois

Represented by Weed & Company

Lee STATIONS

Station Sales hit a high note with...



The WAYNE KING Serenade

... an RCA

Thesaurus show*

Looking for increased sponsor sales? High ratings? Big mail response? Better look into this *Thesaurus* success story.

From all parts of the country we've been getting comments like these: "Volume of sales tripled" — WESA (Charleroi, Pa.). "Business increase of 11% traceable to show"—KSUM (Fairmont, Minn.). "Most successful program ever used" — WPAR (Parkersburg, W. Va.).

KRLD (Dallas, Tex.) leads 16 competing stations with a Pulse rating of 28%; WMT (Cedar Rapids, Iowa) reports a Hooper of 27.7; KUJ (Walla Walla, Wash.) a Nielsen of 43.6; KYSM (Mankato, Minn.) a Nielsen of 34.5...

There's lots more to this story: many other *Thesaurus* shows, too, have had similar outstanding sales success. Why not add your name to the growing list? Mail coupon today.

**Thesaurus Success Story #1*

RCA recorded program services

TMKS ®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-20
630 Fifth Avenue, New York 20, N. Y.

Rush me audition disc for the "Wayne King Serenade" and complete information, including the amazingly low rate, on the 30 *Thesaurus* "Big-name shows for low-budget sponsors."

NAME ..... TITLE .....

STATION OR AGENCY .....

ADDRESS .....

.....

WXOK Takes the Air; Third 'OK' Station

LOUISIANA Gov. Robert Kennon took part in dedication ceremonies for WXOK Baton Rouge. Station went on the air Feb. 16 with 1 kw on 1260 kc as the third in the "OK" group. Other outlets are KAOK Lake Charles and WBOK New Orleans, all owned and operated by Jules J. Paglin and Stanley W. Ray Jr.

Show, on which other civic leaders appeared, was aired by all three stations.

WXOK's tower and transmitter building are at Port Allen, near Baton Rouge, and station headquarters are in air-conditioned offices in the downtown area. Lee Bullis, formerly of WPNX Phenix City, Ala., is general manager; Eddie Bishop, formerly of WBOK, program director, and Charles Hogue, formerly of KEUN Eunice, La., chief engineer.

New Knoxville Station

WKXV Knoxville, Tenn., took the air Feb. 14 with a block program schedule which includes "gospel, race and hillbilly" formats. Station leases quarters occupied previously by WIBK, now off the air, and operates on 900 kc with 1 kw as an independent.

Station manager is Tom Carr, who will continue to manage the Georgia Assn. of Local Stations, Atlanta, which handles regional sales for the new outlet. He is part owner of the licensee, Knoxville Ra-Tel Inc., with his father, Roy Carr, city treasurer of Savannah, Ga., and Ben Akerman, chief engineer, WGST Atlanta, who is technical advisor of WKXV.

Storer Plans Own N. Y. Bldg.

STORER Broadcasting Co. is to move its New York office to a five-story building at 118 E. 57th St., which the company has leased under long-term contract and is renaming Storer House, around April 1 upon completion of alterations. Ground and second floors will be used for the national sales and executive offices. Upper floors, designed as living quarters, will be used by visiting executives. Pending the move, Storer New York offices remain at 488 Madison Ave.

TV 'Sneak Previews'

WLWT (TV) Cincinnati reports it is using the movies' "sneak preview" technique to pre-test audience reactions to projected new shows. Holdover audiences from live studio shows attend the preview of a new show and are given comprehensive questionnaires for audience remarks. If reaction is completely unfavorable, the show is dropped before being aired, the station reports. If reaction is favorable, the best suggestions from the questionnaires are incorporated into the show. Thus, the new show, when released, has public approval, according to the station.

WCBS-TV Increases Power

CBS-TV's WCBS-TV New York increased its effective radiated power by more than 2½ times Thursday and became the first TV station in the metropolitan New York area to broadcast its signal with the full power permitted by the FCC, it was announced by General Manager Craig Lawrence.

It was estimated that the cost of increasing the power of CBS-TV's transmitting station to 43 kw exceeded $100,000. Station is on Ch. 2.

Philip L. Jackson Dies

PHILIP LUDWELL JACKSON, 59, president of KPOJ-AM-FM Portland, Ore., and editor and publisher of the *Oregon Journal*, Portland, died Feb. 14 in that city. He had suffered a heart attack earlier.

Survivors include his wife, Mrs. Emma D. Ransom Jackson and his mother, Mrs. C. S. Jackson.

KSTP Adds 'Quickie' Spots

TEN-WORD announcements are included in Rate Card No. 37 released by KSTP Minneapolis. Each "quickie" spot sells without discounts for $20, Class A; $10, Classes B, C, and D. Station also is selling Saturday and week-long packages of 20-second and one-minute announcements. Five one-minute spots on Saturday for example, aired before 6 p. m., cost $75, with no discount allowed. Ten one-minutes per week, all in Class A time, cost $500.

SEVERE ice and wind storm destroyed AM-FM antenna tower of WLYC-AM-FM Williamsport, Pa., on Jan. 11. Chief Engineer Norman Briggs surveys the wreckage which resulted in a loss of eight hours programming on AM and 13 on FM before operation was resumed.

ABC PLANS ADDED POWER FOR TV; EXECUTIVE REALIGNMENTS MADE

At the end of its first week under the merged banner of American Broadcasting-Paramount Theatres Inc., the network had set up its plans for more power among its owned-and-operated outlets, taken first steps towards stronger programming, and assigned more executives to key posts within the organization.

FORTIFIED by United Paramount's financial resources, ABC began to flex its muscles last week, announcing plans for a $2 million-plus expenditure on power boosts for its owned TV stations [B•T, Feb. 16], negotiating for new program properties and making realignments in its executive roster.

In its first full week as a division of the new American Broadcasting-Paramount Theatres Inc., ABC officially declared its intention of becoming the nation's "first" network with "superpower television" for its owned stations, and followed with a series of moves on other fronts. These included:

- Acquisition of two "top" TV story properties, with pilot films to be produced before the end of April at costs of approximately $18,000 each.
- Election of John Mitchell, general manager of the network's WBKB (TV) Chicago, as a vice president of ABC [B•T, Feb. 16].

Mr. Mitchell

- Reassignment of William Phillipson to the post of general manager of radio and TV operations of ABC's West Coast Div., to assist the new vice president in charge of the division, Earl J. Hudson, in expanding ABC West Coast Activities. Mr. Phillipson, who has been Western Div. director, had been slated for transfer to New York as an assistant to ABC President Robert E. Kintner.
- Appointment of Don L. Kearney, national sales manager for ABC's owned TV stations, as assistant national TV sales manager for the network.

Story Properties

The new TV story properties acquired by the network are *Pride of the Family*, starring Paul Hartman, comedian and dance satirist, and an adventure movie melodrama "which will star a top-ranking movie personality, yet to be selected," according to Alexander Stronach Jr., vice president in charge of the ABC-TV network.

Music Corp. of America was signed to produce the pilot films and was scheduled to start work on the Hartman program last week and on the second pilot before the end of the month. Both pilot films will be available for showing to agencies and prospective sponsors before the end of April, ABC reported.

The power boost project for ABC's five owned TV stations is laid out in a series of stages scheduled for culmination with increases to the "ultimate" power for the stations in the fall of 1954, according to Frank Marx, vice president in charge of engineering and general services. General Electric equipment will be used.

Mr. Marx noted ABC's WJZ-TV New York already has an FCC grant to boost its power to 110 kw from its present 16 kw, and that applications are pending for grants covering boosts on the other owned stations: KECA-TV Los Angeles, from present 29 kw to 155 kw, and WBKB, KGO-TV San Francisco, and WXYZ-TV Detroit, from present 29 kw to 316 kw.

"Just as in 1948 when ABC was the first television network to put five owned TV stations on the air," Mr. Marx said, "our network again will be the first to have five stations of comparable superpower on the air."

Meanwhile, ABC plans "early" installation of 20 kw amplifiers in all five stations, "which will permit an immediate substantial power increase but by no means the ultimate power which will be available through FCC action," Mr. Marx continued.

Additionally, each of the five stations will get new type antennas "specially designed to render maximum service" in their respective areas. Described as "a decided departure from the standard television transmitting antennas," the new ones are based on designs made by ABC engineers from data which, to a great extent, was secured in connection with installation of KECA-TV's antenna atop Mt. Wilson and on helicopter signal-surveys in connection with WJZ-TV's antenna on the Empire State Bldg.

The new antennas are designed to "recapture" much of the signal ordinarily radiated skyward and concentrate it downward on the service area.

"The final step in the completion of ABC's superpower television program will be the installation of 50 kw transmitters in all five . . . stations," Mr. Marx said. "These will be of the very latest design and will incorporate all the latest engineering advances in tubes and circuitry.

Can Handle Color

"They will be able to handle the color signals as established by the National Television System Committee and will be the first 50 kw vhf transmitters on the air to use high power tubes designed specifically for these units."

Mr. Marx added that "all of the designs and data have been made generally available to both the television and the engineering industries, and already many consultants have recommended their adoption by their clients."

Among ABC's executive promotions and realignments, the election of Mr. Mitchell to a vice presidency, announced Thursday by President Kintner, came as no surprise. He has been general manager of WBKB (Ch. 4) since 1948 under the station's ownership by Balaban & Katz, a United Paramount Theatres subsidiary, and assumed supervision of WBKB

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

To receive the equivalent of
WDBJ Coverage and Penetration
in Roanoke and Western Virginia
you'd have to buy at least
3 other stations!*

WDBJ TOTAL WEEKLY AUDIENCE
Day . . . 110,861 Night . . . 92,186
and 3 or more days and nights
Day . . . . 92,885 Night . . . 67,743
Compare . . . then call . . . Free & Peters, Inc.
* Based on SAMS—1952

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

(Ch. 7) when the ABC-UPT merger was approved and ABC's WENR-TV took over the WBKB call.

As vice president in charge of WBKB, Mr. Mitchell will report to Slocum Chapin, ABC vice president in charge of owned TV stations, while John H. Norton Jr., vice president in charge of the ABC Central Div., will continue to supervise ABC's WENR Chicago and the ABC radio and TV networks in that area.

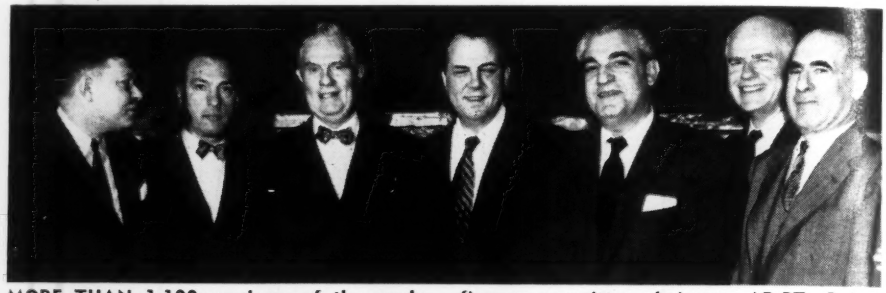
Before entering TV with WBKB, Mr. Mitchell had served in various other capacities with the Balaban & Katz organization, which he joined in 1931. He was in charge of Indiana theatres operated by Great States Theatres Inc., a B&K subsidiary, from 1939 to 1946, and then was in charge of the Central Div. of Great States Theatres for two years before transferring to WBKB.

Phillipson Appointment

The decision to make Mr. Phillipson general manager of the ABC Western Div.'s radio and TV operations represented a reversal of original plans, which called for him to become an assistant to President Kintner. The realignment was seen as a move to strengthen and expedite implementation of Western Div. expansion, utilizing the experience gained by Mr. Phillipson during his tenure as director of the division since November 1951. Officials said that with Mr. Hudson, vice president in charge of the division, he will take a major part in expansion activities.

Mr. Phillipson, a former counsel to the Rockefeller Committee on Inter-American Affairs and to the International Broadcasting Div. of the State Dept., joined ABC in 1950 as a member of the legal department and the following February was made assistant director of TV programming and operations. He continued in that post until his transfer to the West Coast.

Mr. Kearney, named assistant national television sales manager of ABC, assumes his new duties March 2. Formerly with the Katz Agency, representation firm, and with Mutual as co-op sales manager, he moved to ABC in July 1951 as manager of television spot sales. He will serve under Charles R. (Chick) Abry, ABC-TV national sales manager [B•T, Feb. 16].



MORE THAN 1,100 employes of the newly-formed American Broadcasting - Paramount Theatres Inc. met in New York's St. Nicholas Arena to hear details of the company's broadcast plans. Speakers included (l to r) Robert E. Kintner, ABC Div. president; Leonard H. Goldenson, president, AB-PT; Edward J. Noble, finance committee chairman, AB-PT; Robert H. O'Brien, ABC executive vice president; Robert M. Weitman, ABC vice president in charge of talent and programming; Robert H. Hinckley, vice president in charge of ABC's Washington office, and Walter W. Gross, vice president and general counsel of UPT Inc.

Schudt Named CBS Radio Station Relations V. P.

APPOINTMENT of William A. Schudt Jr. as vice president in charge of station relations for CBS Radio was announced Tuesday by Adrian Murphy, president of CBS Radio.

Mr. Schudt

Mr. Schudt, national director of station relations for CBS Radio since September 1951, moves into his new post, after appointment of Herbert V. Akerberg, former vice president in charge of station relations for CBS Radio and TV, as CBS-TV station relations vice president exclusively [B•T, Feb. 16].

The new CBS Radio vice president joined the network in 1929, as manager of publicity for WABC New York (now WCBS). He was appointed general manager of the CBS-owned WBT Charlotte in 1933, and general manager of WKRC Cincinnati in 1938. Mr. Schudt returned to New York in 1940 to serve with the radio transcription division of Columbia Records, a subsidiary of CBS Inc. He was named field manager of CBS station relations in June 1942, and later became eastern division manager and national director under Mr. Akerberg.

CBS Radio Starts Ad Series

CBS RADIO will launch an advertising campaign in leading food and drug publications, beginning next Monday (March 2), to sell network radio to local retail druggists and grocers, it was announced last week by George Bristol, CBS Radio director of advertising and sales promotion.

The significance of the ad campaign, Mr. Bristol said, lay in the attempt of CBS Radio to "talk to the man in the middle, the vital distribution link between the network's clients and its listeners." He noted that the network already reaches the sponsor through its advertising and listeners through its programs.

WTTV BLOOMINGTON

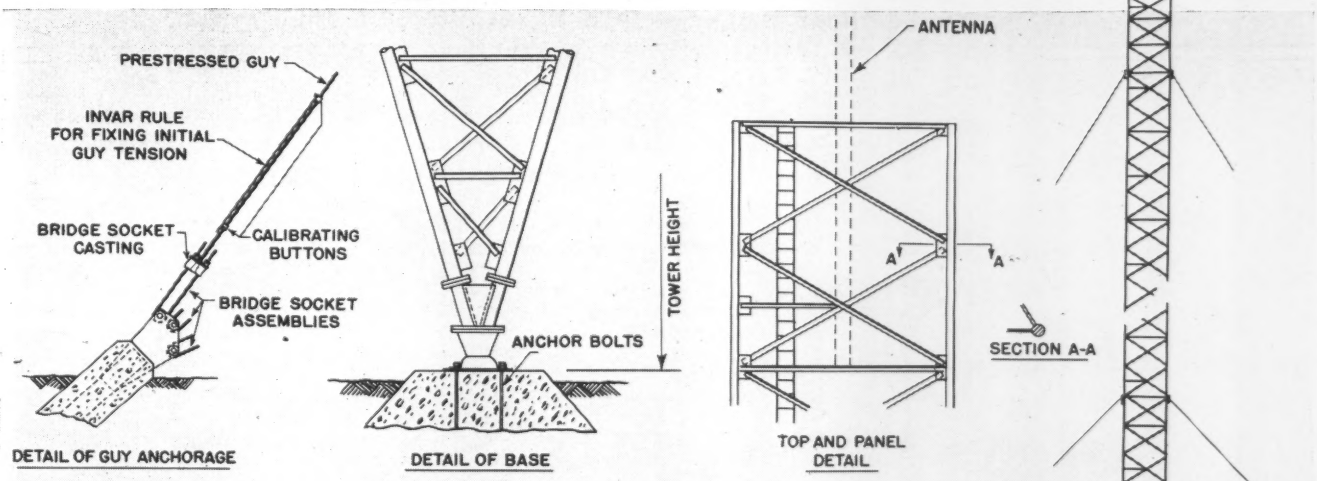
Serving a 2 BILLION $ MARKET

34% of the PEOPLE
34% of the FAMILIES
accounting for
35% of the SALES
in ALL INDIANA

WTTV—affiliated with all nets—maintains its own micro wave relay system between Cincinnati and Bloomington to bring LIVE network shows to viewers. WTTV is owned and operated by Sarkes Tarzian and

Represented Nationally by
ROBERT MEEKER ASSOCIATES, Inc.
New York · Chicago · Los Angeles · San Francisco

IN TOWERS—A LOT DEPENDS ON THE POINT OF VIEW



. . . but everything depends on quality design and construction

Whether you look at towers from the viewpoint of a station owner, manager or engineer, you'll appreciate the facts and the "specs" that follow. Let's take an imaginary trip up the new BLAW-KNOX type TG 1000-foot tower*. . .

SAFETY . . . Even at 100 feet, with the first set of guys still far above, you're as high as the average 8-story building. You'll gratefully recall the massive, welded steel base construction below you.

STRENGTH . . . At 500 feet (if you're still determined), you can properly appreciate the solid steel corner legs nearly seven inches thick . . . not to mention the factory pre-stressed, bridge-socketed guys, each proof-tested at full load before shipment.

DURABILITY . . . When you've reached the top of this 1000-foot giant, you'll be happy to know that there are no rust-weakened structural members to "let you down". Every inch of steel has been hot-dip galvanized after fabrication and you can be sure that your tower, with its TV antenna overhead will stand safe and steady.

**Blaw-Knox type TG towers are available from 300′ to 1000′ and over.*

Yes, a lot depends on the point of view, but we think you'll agree that only a quality-designed and manufactured tower is the best bet, in the final analysis. For safety, economy and uninterrupted service, you can always be sure with a Blaw-Knox type TG.

For complete details on Blaw-Knox towers — or on any other TV or AM need — consult with your near-by Graybar Broadcast Equipment Representative. You'll find one near you — in twenty-one principal cities. And, backing him, you can rely on scheduled or emergency deliveries via Graybar's offices and warehouses in 109 strategic locations. *Graybar Electric Company, Inc.*
Executive offices: Graybar Building, 420 Lexington Avenue
New York 17, N. Y. 322-12

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via GraybaR

IN OVER 100 PRINCIPAL CITIES

Everything Electrical For Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

30 MILES

BUT

WORLDS APART
IN COVERAGE.

•

Seattle to Tacoma
only 30 miles

BUT

9 out of 10 of the top ten Agencies who billed 115.2 millions in RADIO, 1952 (B•T Jan 5 53)

FOUND

They Couldn't Sell
TACOMA
from
SEATTLE

SO

BBDO, Young & Rubicam, Benton & Bowles, Biow Co., William Esty & Company, J. W. Thompson Company, Dancer-Fitzgerald-Sample, Foote, Cone, & Belding, Leo Burnett Company

TOLD TACOMA
SOLD TACOMA
ON **KMO**
1360 kc 5000 W

Follow the lead of the National Leaders in the Field

BUY
KMO

National Representative:
The Branham Company

Coming Soon: KMO-TV, Ch. 13

RADIO'S SALES POWER, LOW COST CITED BY CBS RADIO'S JOHN KAROL

Armed with statistics to support assertions of radio's superiority, John Karol answered some of the claims of other media, particularly television, at a dinner last Wednesday in New York.

RADIO is a continuously growing medium that has proved it moves merchandise and does it at a cost that means profits for the advertiser, John Karol, vice president in charge of sales for CBS Radio, declared Wednesday at a dinner meeting of the Media Buyers Assn. of New York.

In a hard-hitting talk that challenged the allegation that television has superiority of impact over radio, Mr. Karol asserted that network radio is presently "the most efficient buy in the national media field although radio's research regularly measures *far, far less* than radio's complete universe."

He paid tribute to media men by proclaiming that radio "has largely moved out of the plush front offices of the agencies and into the media departments." He indicated that this change has removed radio from the area of "an emotional buy" and paved the way for its acceptance on the basis of audience and cost. But he added pointedly that "the front office is now the guest room of television."

Beside the Point

"It is, I believe, beside the point to say that TV's cost-per-thousand is getting lower or at least not getting higher," Mr. Karol contended. "It's like telling the $15,000 a year man that a Rolls Royce will last longer than a low-priced car. Even though this be true, the Rolls Royce just plain costs too much for him. And the low-priced car does very, very well as a means of comfortable transportation."

In support of his thesis that radio has demonstrated "unbounded ability to move merchandise" at a cost that is profitable for the advertiser, Mr. Karol cited the high percentage of nighttime radio sets-in-use in television homes in the most competitive areas in the country. In New York, Mr. Karol continued, radio sets-in-use in TV homes average "almost 20% straight through the week" and noted that "the four network stations account for over half the listening."

"On the basis of radio sets in television homes, we find more proof of radio's vitality," Mr. Karol declared. "Comparing October 1952 with October 1951, we discover these facts of nighttime radio usage in the four markets with more than one million TV sets: New York, radio listening up 37%; Los Angeles, radio listening up 18%; Chicago, radio listening up 29%; Philadelphia, radio listening up 2%."

Mr. Karol underlined the importance of big TV markets in radio advertising by noting that Colgate-Palmolive-Peet Co. recently added eight major TV markets to its CBS Radio lineup for *Mr. and Mrs. North*. By way of explanation, he quoted Les Harris, Colgate-Palmolive-Peet's radio-TV director as saying:

"We discovered that being out of these cities deprived us of a considerable audience and it began to show up in the ratings. We figure there is a 30% or better potential for nighttime radio in these markets."

As another example of radio's vitality, Mr. Karol referred to the more than 100 million radio sets that have been produced since the end of the second World War.

He stressed that radio is not now primarily "a living room medium" and cited 14 million sets in kitchens, 20 million in bedrooms, and more than 25 million radios in automobiles, adding that he believed radio to be "the greatest outdoor advertising medium in America."

Shaken But Safe

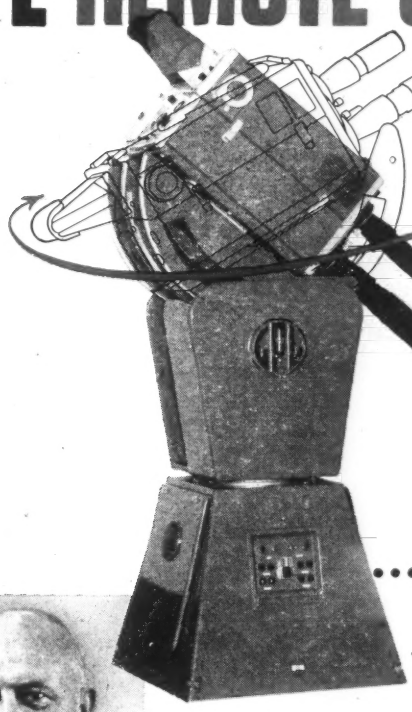
ABC-TV Technical Director John Irvine was back on the job last week after a harrowing experience on Feb. 7 that parallels many TV thrillers. While driving to ABC's studios in New York, Mr. Irvine was stopped by four men who forced him into the rear of his car and sped toward New Jersey. Near New Brunswick, a state trooper halted the car for speeding and discovered the shaken-up Mr. Irvine. The men were arrested and charged with kidnaping.

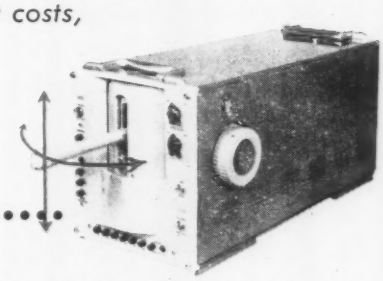
EXECUTIVES at the CBS Television Affiliates Advisory Board meeting in New York Feb. 12-13 included (l to r) James C. Hanrahan, WEWS (TV) Cleveland; E. K. Jett, WMAR-TV Baltimore; Herbert V. Akerberg, CBS-TV vice-president in charge of station relations; J. L. Van Volkenburg, CBS-TV president; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; Clyde W. Rembert, KRLD-TV Dallas, and Philip C. Lasky, KPIX (TV) San Francisco.

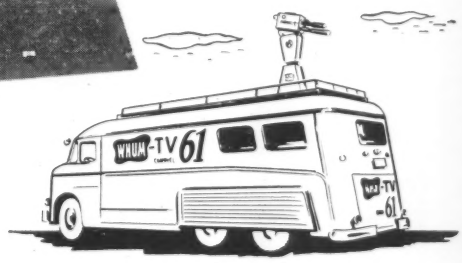
GPL REMOTE CONTROL CAMERAS

make debut as WHUM-TV puts UHF in Major Operation

Channel 61 in Reading uses 4 of new GPL chains to cut costs, improve studio-field efficiency







Humboldt Greig, president of WHUM-TV, says: *"We picked GPL cameras to gain a truly major reduction in costs by adding remote control. In fact, we feel these will be self-liquidating cameras due to the savings. We have tested them under the roughest conditions with our mobile unit in the past two months and encountered absolutely no difficulties."*

Marking two major milestones in television, WHUM-TV introduces both high powered UHF and remote control for new techniques in camera operation.

For the opening 30 live-hours per week from this 260,000-watt UHF station, 4 GPL image orthicon chains will be used with remote control pedestals. From as far as 1,000 feet away, all actions of pan and tilt, lens change and focus and iris are easily controlled.

Each camera has a "memory" of 6 pre-set positions. With a four-chain set-up, a director has a choice of 24 camera shots. Pushing a "pre-set" button automatically swings the camera on target . . . with lens, focus and iris in correct adjustment. Speed and ease of operation save time, camera handling, and dollars.

For field operations—covering sports and news—WHUM-TV uses the GPL studio-field interchangeability . . . again cutting costs. Two cameras, complete with remote control pedestals, fit atop the station's mobile unit. Pedestals disassemble in minutes for easy transfer between bus and studio.

WHUM-TV is the first station to equip all its cameras with remote control . . . for tops in quality, for utmost in economy.

STATION OWNERS

Our engineers will be pleased to show you, without obligation, how you can get maximum efficiency and economy in either UHF or VHF operations with GPL studio and field equipment. Write, wire or phone:

General Precision Laboratory GPL
INCORPORATED
PLEASANTVILLE NEW YORK
Cable address: Prelab

Export Department:
13 East 40th St., New York City
Cable address: Arlab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

American Networks to Get Coronation TV Film at Cost

COVERAGE of the coronation of Queen Elizabeth II on June 2 by the American TV networks will identical so far as the actual ceremony in Westminster Abbey is concerned, all four networks having been promised prints of kinescopic films of the telecast made by BBC, which has exclusive video rights within the Abbey.

The BBC films will run about two hours, according to Alec Sutherland, North American program director of BBC, who said they would be edited from the full telecast which, including the procession, will take about five hours of air time. They will be made available to the U. S. TV networks with no charge except the actual cost of processing the films and making the prints, about $250, he estimated.

Radiowise, each U. S. network may carry the full coronation proceedings, including both the procession, for which each network has been assigned a vantage point along the way, and the actual Coronation ceremony within the Abbey, where the BBC will provide the description. As no commentator from any network will be able to cover the complete line of march of the procession, it is probable that the entire broadcast will be on a pooled basis, oustide as well as within the Abbey.

Willys-Overland will sponsor coronation coverage on CBS Radio and TV networks; General Motors will sponsor the NBC broadcast and telecast [B•T, Dec. 29, 22, 15.]

Radio-TV, Media's Advertisers Figure in Freedoms Awards

RADIO and television, and broadcast advertisers, figured prominently in the $100,000 1952 awards announced yesterday (Sunday) by Freedoms Foundation of Valley Forge, Pa.

Principal awards were presented yesterday by Vice President Richard M. Nixon at Valley Forge. More than 800 American individuals, schools and organizations were named to receive the Freedom Awards for outstanding contributions to a better understanding of the American Way of Life during 1952, according to Kenneth Wells, Freedoms Foundation president.

Winner of the top award for national advertising was Ford Motor Co., a radio and TV advertiser. Top radio award went to Robert Montgomery's *A Citizen Views the News*, sponsored by *Life* magazine, while Bishop Fulton J. Sheen's *Life Is Worth Living* was the top TV award winner.

Special 1952 awards went to ABC, CBS and NBC for radio and television coverage of the conventions and election. Other special awards went to National Committee for a Free Europe for its Radio Free Europe achievement, and to Armed Forces Information & Education Div., for Armed Forces *Talks* and radio programs.

Second place awards in the general category were made to MBS' press information service, for coverage of the conventions, to RCA Victor Div., for recruiting and training Negro engineers, and to Westinghouse Electric Corp., for candidate interviews and combined radio and TV advertising.

Distinguished Service Awards for having been selected for awards in four annual Freedoms Foundation programs were: Advertising campaigns—American Oil Corp., Baltimore; General Mills Inc., Minneapolis; John Hancock Mutual Life Insurance Co., Boston; Republic Steel Corp., Cleveland; Union Oil Co. of California, Los Angeles, and Timken Roller Bearing Co., Canton, Ohio; radio—E. I. duPont deNemours & Co., Wilmington, Del.; radio program—NBC and WJR Detroit; radio-television programs—Goodyear Tire & Rubber Co., Akron, Ohio, and WWJ-TV Detroit; television program—National Assn. of Manufacturers, for 16 mm motion picture.

The Foundation's George Washington Honor Medal went to the following radio programs:

National Series Broadcasts—*The People Act*, Ford Foundation Fund for Adult Education, New York; *Paul Harvey News*, Paul Harvey, New York; *Freedom Is Our Business: The People Choose*, World Broadcasting System, New York; *I Was a Communist for the F.B.I.*, Ziv Productions, New York.

National Single Broadcasts — "Mission for Mothers," American Legion Auxiliary, Indianapolis, Ind.; "Commentary on October 18, 1952," Earl Godwin, Washington, D. C.; "The Congressman's Temptation," The Hour of St. Francis, Los Angeles.

Local Series Broadcasts—*Sam Jones, American*, Bank of Douglas, Phoenix, Ariz.; *What Price America*, John J. Dixon, Rockford, Ill.; *On the Record*, KPOJ Portland, Ore.; *The Ohio Story*, Ohio Bell Telephone Co., Cleveland; *Seek The Kingdom*, WCAU Philadelphia; *Brown America Speaks*, WDIA Memphis; *Court of Public Opinion*, WHAM Rochester, N. Y.

Local Single Broadcasts—"George Washington Memorial," Albert Charles, Portland, Ore.; "Headlines from History," Radio Council of Chicago Public Schools, Chicago; "The Knight and the Lady," St. Michael's College, Winooski Park, Vt.; "Living Democracy," WBUR Boston; "Hour of Decision," WCNR Bloomsburg, Pa.; "Citizen Jane Doe," WGN Chicago; "The Story That Never Should Be Told," WHAS Louisville; "Who Killed Dr. Drew?" KOIN Portland, Ore.

George Washington Medals

The following television programs received the George Washington Honor Medals:

See It Now, Aluminum Co. of America, Pittsburgh; *Production for Freedom*, ABC-TV, New York; *Government Is Your Business*, The Christophers, New York; *Man of the Week*, CBS-TV, New York; *Keep Posted*, Curtis Publishing Co., Philadelphia; *Song of America*, General Electric Co., Schenectady, N. Y.; *Georgetown University Forum*, Georgetown U., Washington, D. C.; *The Whole Town's Talking*, Iowa State College of Agriculture and the Mechanical Arts, Ames, Iowa; *Operation Big Shot*, KTLA (TV), Los Angeles; *Longines Chronoscope*, Longines-Wittnauer Watch Co., New York; *Mama*, Maxwell House Div., General Foods Corp., New York; *Youth Wants to Know*, Theodore Granik, New York; *New York Times Youth Forums*, *New York Times*, New York; *Meet the Press*, Revere Copper & Brass Inc., New York; *Sohio Reporter*, Standard Oil Co. of Ohio, Cleveland; *Victory at Sea*, U. S. Navy, in cooperation with NBC-TV, New York.

Tempest Tossed, Robert W. Watt, Trenton, N. J.; *WCAU Summer School*, WCAU-TV Philadelphia and Board of Education, Lower Merion Township, Cynwyd, Pa.; *Tell It to the Mayor*, WFIL-TV, Philadelphia, Pa.

Headliners Awards

NINETEENTH annual national Headliners competition has been announced, including awards for outstanding news coverage during 1952 in four radio-TV classifications—network broadcasting, radio station, newsreel and television. Entries should be submitted by April 1 to Mall Dodson, executive secretary, Headliners, 2307 Boardwalk, Atlantic City.

AVAILABILITY

11:05 - 11:55 PM

MONDAY thru SATURDAY

MUSIC-WEATHER-TIME

PRECEDING and FOLLOWING NEWS

TIME AND TALENT

52 PROGRAMS @ $82.37

312 PROGRAMS @ $65.03

PERFECT FOR mail order or merchandising. Class B and C time in the south and middle west. Class A in the mountain time states. Regular listeners in 19 middle western and western states.

THE SOUTHWEST'S MOST INFLUENTIAL ADVERTISING MEDIUM

50,000 WATT

CLEAR CHANNEL

WIRE OR CALL **WOAI** SAN ANTONIO TEXAS

WHUM-TV

. . THE ONLY STATION . .

completely blanketing

HARRISBURG, PA.

■ Pomeroy's (the largest department store in Harrisburg) has over 4000 microvolts inside the store even though the Turnpike Authority Building across the street is directly in line with the WHUM-TV transmitter. Both the Turnpike Authority Building and Pomeroy's Department Store are steel and concrete buildings.

■ At the home of the RCA distributor in Harrisburg, General Electric had a 46,200 microvolt reading off the antenna which insures more than 10,000 microvolts at street level.

■ The manager of the appliance department at Pomeroy's is able to receive Channel 61 at his home in the suburbs with a VHF antenna, regardless of which way it is turned, and his signal is perfect.

■ Joe the Motorists' Friend, Inc., a leading dealer with 22 stores in Harrisburg, is also getting an excellent TV picture for the first time in his warehouse and display rooms, including the one downtown on 2nd street.

■ Watch for announcement of official surveys in other markets as they are completed.

For further details concerning WHUM-TV having the best signal of any *TV station in all parts of Harrisburg, please call Reading 4-4805.*

Jack Schuler

OPERATIONS MANAGER

RADIO
IN THE
Upper Midwest...

Always has
Been the
Best cost per
Thousand
Medium

Today KSTP
Radio is a
Better buy
Than ever
Before

A dollar gets
A lot more
Ask your
Petry man

KSTP
KSTP
50,000 WATTS
CLEAR CHANNEL
THE NBC STATION
REPRESENTED
BY
EDWARD PETRY
and COMPANY
MINNEAPOLIS ST. PAUL

TEEGARDEN ELECTED RCA EXECUTIVE V. P.

ELECTION of L. W. Teegarden, vice president in charge of technical products of the RCA Victor Div., to the executive vice presidency of RCA was announced last Thursday by President Frank M. Folsom.

Mr. Teegarden

The executive vice presidency has been vacant since Joseph H. McConnell, now president of Colgate-Palmolive - Peet, moved from RCA to the presidency of NBC in October 1949.

In his new assignment Mr. Teegarden will assist President Folsom in handling the presidential load of administrative matters.

"Under Mr. Teegarden's leadership," Mr. Folsom said, "the activtities over which he has had responsibility have attained new high levels of success. His election to the post of executive vice president of the RCA is fitting recognition of his administrative achievements over the many years he has been with RCA."

The new executive vice president joined RCA in 1930 as a district sales manager. A pioneer merchandiser, he became in 1936 the first to serve as regional manager with responsibility for the merchandising of all RCA Victor products. His success in this post led to the formation of a regional organization on a nation-wide basis.

Mr. Teegarden became assistant general sales manager of all RCA Victor product activities six years later, was named general manager of the Tube Dept. in 1944, and was made vice president in charge of the department in 1945. It was under his direction, spokesmen said, that the Tube Dept. achieved mass production of TV picture tubes for home receivers, contributing to the establishment of TV as a home entertainment medium.

In 1949 Mr. Teegarden's responsibilities were expanded to include supervision of RCA Victor Engineering Products Dept., which, officials reported, has established new sales records under his guidance.

A native of Salem, Ohio, Mr. Teegarden now resides with his wife and two children at Berwyn, Pa., a Philadelphia suburb.

NEREM Meet Set April 11

THE New England Radio Engineering Meeting, sponsored by the North Atlantic Region of the Institute of Radio Engineers, will be held April 11 at the U. of Connecticut, Storrs, Conn., A. M. Millard, publicity committee chairman, has announced.

Papers will be presented as follows: "Some Ancient Propagation Discoveries—Their Lessons," by Maj. E. H. Armstrong, "father" of FM; "New Cosmotron Instrumentation," Dr. Frederick Cowan, Brookhaven Labs.; "Field Tests of Compatible Color Television," Donald Fink, Philco Radio; "TD2 Microwave Systems," R. C. Glancy, AT & T; "Acoustical Design Including Strategic Locations of Loudspeakers," Prof. Robert Newman, consultant, Massachusetts Institute of Technology; "Servo-Mechanisms," Prof. P. M. Schultheiss and C. A. Wogrin, Yale U.

Armour Foundation Silent on Magnetic TV Tape Research

THE Armour Research Foundation of the Illinois Institute of Technology, in Chicago, is quietly pursuing the development of magnetic tape recording of live TV, not oblivious to the claims made by others in the industry but preferring to remain mum on its own progress.

Officially, the Foundation's tape recording experts have nothing to report on its continuing program of research and development, not alone on TV but also types of magnetic recording.

The Foundation professes to be embarked on a scientific venture, along with RCA and other firms, but won't talk about it in the same breath with the more-publicized pronouncements of commercial companies.

And it acknowledges that, if any pronouncements are to be made, its clients or sponsors will have to make them—clients with whom the Foundation maintains licensing agreements. Armour does claim that it has a substantial number of such agreements within the industry itself and conceded that, of course, it is working on magnetic tape recording for TV, as well as other types.

Armour officials had no comment on particular claims made by Bing Crosby Enterprises [B•T, Feb. 16].

Tressel Promotes New Model Of Its Projectall

TRESSEL Television Productions, Chicago, has distributed a circular listing stations using its new Super-300 Projectall equipment. Firm stresses advantage of "versatile low-cost TV programming" and special features. Model combines a double 35mm slide projector, a double 3x4" opaque projector and two 16mm motion picture projectors, projecting them under exact control into one iconoscope film camera. International News Service TV Dept. is sales agent for the company.

UNLOADING of new equipment WPIX (TV) New York will use to increase its power from 21.7 to 100 kw maximum is supervised by (l to r) Tom Howard, chief engineer, and Otis Freeman, assistant chief engineer.

Plamondon Charges Threat In Board Chairmanship Spat

A. D. PLAMONDON Jr., president, Indiana Steel Products Co., told a Federal District Court in South Bend, Ind., last Wednesday that he was threatened with the loss of his position as a result of a dispute over the creation of a board chairmanship in his company.

Mr. Plamondon, president and board chairman of Radio-TV Mfrs. Assn., testified during hearings on a stockholder's suit seeking a preliminary injunction to restrain a majority of five board members from removing him as president.

He charged the threat was made by Paul R. Doelz, Minneapolis securities executive, who opposed his taking the dispute to stockholders. He said he saw no value in the creation of a board chairman, adding that he also differed with Mr. Doelz and two other principals on a suggested refinancing program.

AT&T Requests Relay

AT&T application filed with FCC Thursday calls for construction of a radio-relay system between New York and Albany which, hooked up with the new Albany-Buffalo relay, will provide a second radio-relay route westward from New York. System will be used initially for TV exclusively, AT&T said, with three of the seven channels devoted to northbound TV service and two to southbound, the other two channels being reserved for protection and maintenance in either direction. Five intermediate relay towers will be erected along the 177-mile skyway, three in Connecticut and two in New York. Present plans call for the route to be ready for TV traffic late this year.

James M. Skinner Dies

JAMES M. SKINNER, 64, retired president and board chairman of Philco Corp., died Feb. 13 at his home in Philadelphia after a heart attack. After graduation by the U. of Pennsylvania in 1911, he went to work for the old Philadelphia Storage Battery Co., later the Philco Corp., and became president in 1931 and board chairman in 1939. Survivors are his wife, the former Florence Sayre, a son, James M. Jr. and a daughter, Mrs. Karl deSchweinitz, Berkley, Calif.

IRE to Hear Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA board chairman, will deliver the major address of the annual convention of the Institute of Radio Engineers, speaking Wednesday evening. Meeting is set March 23-26 at New York's Hotel Waldorf-Astoria.

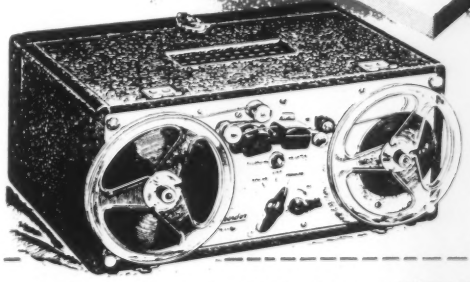
Plan Engineering Meet

MORE THAN 1,000 engineers and technical workers are expected to attend the 1953 electronics components symposium at the Shakespeare Club in Pasadena, Calif., April 29-May 1. Event is to be sponsored cooperatively by the Radio-Television Manufacturers Assn., the American Institute of Electrical Engineers and the West Coast Electronic Manufacturers Assn. Dr. A. M. Zarem is chairman of the conference executive committee.

THERE'S A **magnecorder** FOR EVERY

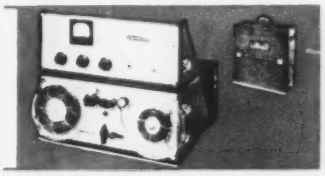
Communications Monitoring NEED

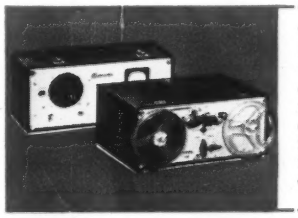
1-, 2-, and now 4-channel Magnecorder



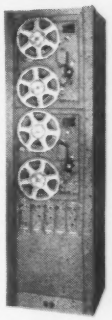
ONE-CHANNEL MAGNECORDER—long accepted as the standard professional tape recorder in the communications and broadcast fields. Conversion kits quickly adapt your equipment for all special purposes.

ONE-CHANNEL PORTABLE—the new VOYAGER, a one-case truly portable recorder of professional quality. A standard PT6-AH Magnecorder is mounted back-to-back with line level amplifier which swings forward for instant use. Unsurpassed for remotes or field tests. Lightweight, rugged, reliable.





TWO CHANNELS—The acclaimed new Binaural Magnecorder provides either two-channel monitoring or brilliantly realistic 3-dimensional sound on one tape. Two simultaneous tracks accurately reproduce separate sounds or can provide stereo depth and direction, permitting one sound to be identified among many. The versatile dual channels can also be used for separate two-channel communications monitoring.



FOUR CHANNELS—The first *automatic* continuous recorder that monitors up to four channels at once on a standard ¼" tape. Originally engineered and JANized for the CAA, it is adaptable for utilities and carriers, fire and police calls, airports and civil defense.

Magnecord INC.

225 West Ohio Street, Dept. B2-A • Chicago 10, Illinois

THREE-MONTH SAG STRIKE SETTLEMENT

First SAG dispute in 20 years ends as a new pattern for actors' "use payments" is adopted by union board and New York film producers.

SCREEN ACTORS GUILD's 12-week-old strike against producers of TV filmed commercials throughout the nation was at a virtual end Thursday as the union's board of directors and the Film Producers Assn. of New York announced they had approved a proposed contract.

The strike, which has affected some 8,500 SAG members since its beginning Dec. 1, will end officially when the entire membership ratifies the proposal. SAG noted that the tie-up will continue in effect at least until next Monday (March 2), when ratification is expected to be completed.

SAG declared that the contract will establish a new pattern for "use payments" for actors engaged in TV film commercials. It was disagreement over this issue principally that touched off the only strike in the 20-year history of the guild. Though the union modified its original demands [B•T, Dec. 1, 1952], an SAG spokesman told BROADCASTING • TELECASTING Thursday that "we are highly pleased with the proposed contract and especially for the inclusion of the use payment principle."

Highlights of the contract approved by SAG and the New York producers follow:

1. Minimum "production payment" to actors "on camera" will be $70 for each television filmed commercial delivered by producer to advertiser or his advertising agency.

2. Minimum "use payments" for "on camera" on filmed commercial programs: Class A, defined as more than 20 cities, will be $70, single use; $50, each individual re-use; guaranteed payment for three uses prior to first use, $150; eight uses, $350; no further payment during 13-week period if actor has been paid $650. Class B, defined as 6 to 20 cities, $140 for 13 weeks; Class C, defined as one to five cities, $105 for 13 weeks; $185 for 26 weeks if guaranteed and paid prior to first use.

3. Minimum "use payment" for "on camera" for each film spot announcement: Class A, $140 for 13 weeks, plus $140 for each additional 13 weeks; Class B, $105 for 13 weeks, plus $105 for each additional 13 weeks; Class C, $70 for 13 weeks, plus $35 for each additional 13 weeks.

4. New York, Chicago and Los Angeles are counted as 7 cities each in defining class of "use payments" and any combination of two of these cities automatically puts the "use payments" in Class A.

5. Minimum "production payments" and "use payments" for actors "off camera" are graduated downward from the "on camera" rates with "production payments" based on two-hour recording sessions rather than eight-hour day.

6. All "production payments" are credited against "use payments."

7. Spot announcements are defined as commercials broadcast by non-interconnected single stations and used independently on any programs or used on local participating programs available to more than one advertiser but not "sponsored" by any advertiser. All other uses of a commercial are deemed to be program uses and carry program rates.

SAG said the membership meetings will be held in New York, Detroit, Chicago and Hollywood to ratify the board's approval of the contract. The guild expressed the hope that ratification would be completed by next Monday.

The contract will run for a two-year period. Though film producers are primary signatories, national advertising agencies have agreed to sign letters of adherence to the contract.

Peter Mooney, president of the Film Producers Assn. of New York, expressed gratification that the long strike was at an end. He said that "producers, as well as the actors, are anxious to get back to work." Mr. Mooney described the proposed contract as "the best agreement we could possibly reach with SAG" and hoped it would work out to the "satisfaction of all parties."

The three-month strike was marked by exchanges of sharp letters from both unions and producers. Outside of several interim agreements effected by SAG and the producers to permit production of vitally-needed TV commercials, output was at a standstill as some 35,000 members of unions belonging to the Associated Actors & Artistes of America lent assistance by refusing to accept work on such commercials.

Retroactive Pay Benefits 71 ABC, CBS and NBC Writers

Staff writers at the three networks are eligible for more than $85,000 total in back pay because of the government's order removing wage controls.

SEVENTY-ONE dramatic, continuity and news writers at ABC, CBS and NBC are eligible to receive more than $85,000 in back pay because of the removal of wage controls Feb. 6, Hector Chevigny, Radio Writers Guild president, announced last week.

Back pay represents salary increases and commercial fees included in a new contract between RWG and the networks after last summer's three-week strike [B•T, July 21, 1952]. According to Mr. Chevigny, pay rises of $15 per week from Oct. 1, 1951, to Oct. 1, 1952, and $20 per week thereafter have accrued to each writer.

Chevigny, Higley Comments

Mr. Chevigny said this was "the final step in activating the contract won by a three-week strike, the longest in the history of the broadcast industry . . . "

Philo Higley, the guild's eastern region vice president, said the new contract was "precedent-shattering" because it established "the principles of commercial fees for network news programs and a commercial writing differential for local news writers."

Mr. Chevigny estimated that each writer will receive at least $1,100 and in some cases nearly $2,000, in back pay.

KXYZ Union Election

ENGINEERS and technicians at KXYZ Houston will vote before March 5 on whether or not they want to be represented by the National Assn. of Broadcast Engineers and Technicians (NABET-CIO), according to the National Labor Relations Board, Washington.

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Business is

hum-m-m-m-ing

in Detroit

MARKET-wise, Detroit is the sweetest sales-territory in the U.S.A. That was true in '52 . . . *and it'll continue to be in '53.* The rhythmic music of machinery in action, of men at work, of cars and trucks and tanks rolling off production lines, of money changing hands, of clinking coins and ringing tills . . . all blend into a "hum sweet hum" of 4½ billion dollars retail business annually . . . in a market where hourly and weekly earnings of factory workers are at an all-time peak.

MEDIA-wise, you can make your sales hum in this market by spotting or programming your campaign on WWJ, Detroit's NBC affiliate. For 33 years, WWJ has been *first* in programming, in public services, and in getting results for its advertisers.

MONEY-wise, you can buy WWJ for 14.5% LESS than the average cost-per-thousand listeners for radio time in Detroit.

MERCHANDISING-wise, WWJ offers a follow-through service, from distributor to dealer levels, to help keep everyone humming about your advertising program on WWJ.

MAKE '53 a humdinger. Put more "*sell*" into your Detroit campaign by putting more of your ad money into WWJ.

THE STATION OF NEW LISTENS

WWJ AM-FM

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

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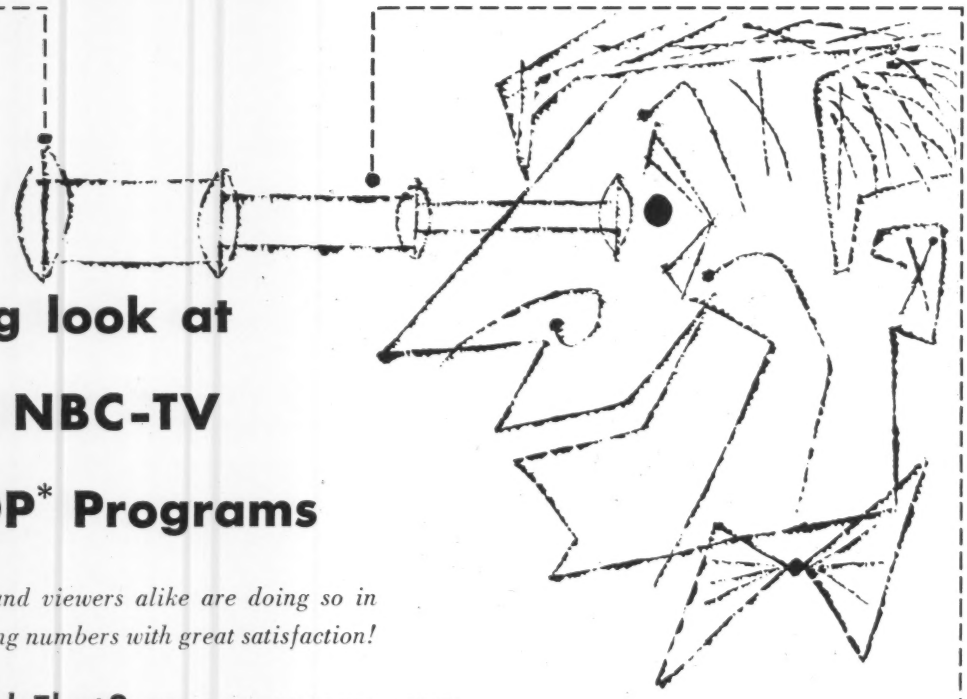


take a long look at these NBC-TV CO-OP* Programs

Advertisers and viewers alike are doing so in ever-increasing numbers with great satisfaction!

Who Said That? *(Mondays – 10:30 PM – NYT)*

Currently sponsored in 25 markets, WHO SAID THAT? has a current rating of 19.2. Walter Kiernan guides a panel of celebrities who attempt to guess quotes from the news in television entertainment continually proving its ability to create customers for a variety of advertisers.

American Forum of the Air *(Sundays – 2:30 PM – NYT)*

Public service, prestige, promotion, plus profits for any advertiser availing himself of the nation's best-known, most-honored forum show. Ted Granik moderates top leaders in vital, current discussions.

The Gabby Hayes Show *(Wednesdays – 5:15-5:30 PM – NYT)*

A foolproof Western film format, already proving itself for Quaker Oats on Mondays and Fridays. Excellent adjacency to Hawkins Falls and Howdy Doody. Tremendous merchandising and point of purchase aids.

**An NBC-TV CO-OP gives you all the flexibility of a syndicated feature with the added impact of live television. Exclusive sponsor identification in the market(s) of your choice at a surprisingly low cost.*

Among current NBC-TV CO-OP advertisers are:

Pure Oil Company
Pittsburgh Brewing Co.
Reynolds Metals
National Bank of Tulsa
Manor House Coffee
Rochester Gas & Electric
Philco Dealers (Portland, Ore.)
Indiana Motor Truck Ass'n.
Lone Star Gas Co.
Shenandoah Life Insurance Co.
First Fed. Savings & Loan (Wash., D. C.)

NBC Radio CO-OP Programs are:

Bill Stern
Dangerous Assignment (Brian Donlevy)
The Jane Pickens Show
Howdy Doody
Every Day (Meredith Willson)
H. V. Kaltenborn
Richard Harkness
Morgan Beatty
World News Roundup
Home Edition of the News

for further details consult your nearest NBC-TV station or

NBC CO-OP SALES

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

A new survey suggests changes in political TV

MAXIMUM benefit out of money spent for television during the last Presidential campaign came in the final 10 days, according to preliminary results of a six-month survey made public yesterday (Sunday) by Dr. Joseph C. Seibert, chairman of the marketing department at Miami U., Oxford, O.

The university conducted the study on a $10,000 grant made available by the Crosley Broadcasting Corp., Cincinnati. Crosley Board Chairman James D. Shouse said the grant was offered in anticipation of questions and speculation "certain to arise as the result of the first nation-wide television political campaign in history."

The Miami U. marketing department selected some 1,000 residents of the Miami Valley as a panel for its study. The two biggest urban areas in the valley are Dayton and Cincinnati. Panel members represented urban, smaller community and rural regions.

The survey, according to Dr. Seibert, revealed that peaks of television viewing came during the political conventions and the 10 days preceding Election Day. Between those high points, Dr. Seibert added, there was a decided let-down, with the exception of Vice President Richard Nixon's talk from Los Angeles in which he explained his financial problems.

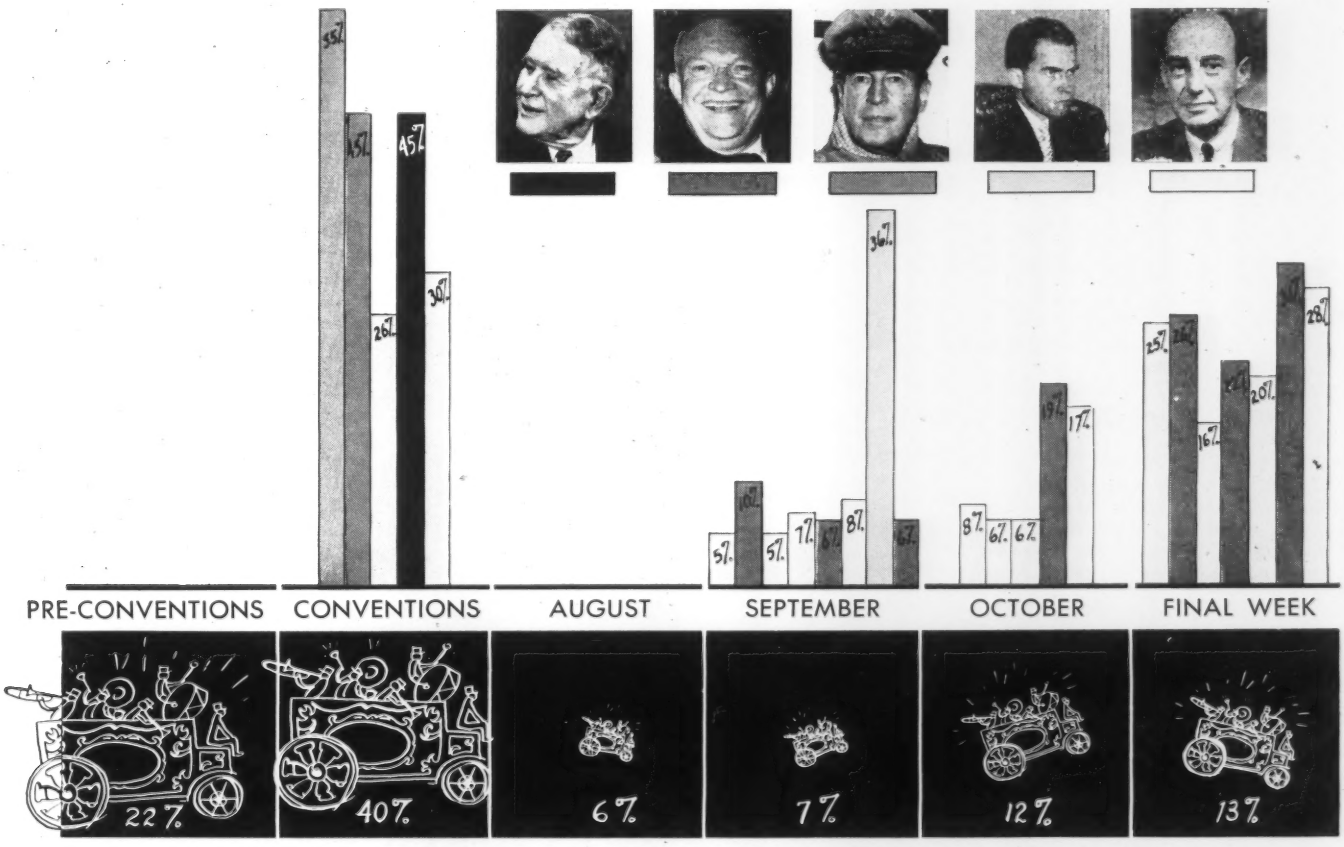
"Mid-summer decline in interest could well indicate that candidates might profitably devote their efforts to personal appearances—whistle stops—confined to local areas," Dr. Seibert commented.

The survey also revealed, Dr. Seibert noted, that television viewers were better acquainted with campaign issues than non-viewers. He cited the case of the Democratic Party's opposition to a federal sales tax, pointing out that 19% of those who saw and heard the platform read to the convention were aware of the party's position, in contrast with 12% who received their information in other ways.

Dr. Seibert reported the survey indicated the ability of TV to project personality traits. Approximately four times as many TV viewers believed President Eisenhower to be more sincere than Mr. Stevenson while the latter impressed the TV audience with his humor and speaking ability.

A final report on the entire study will be published in June, Dr. Seibert said. The Miami U. survey is the third such study made under Crosley grants. In others, the U. of Cincinnati explored TV as a tool of education and Xavier U. of Cincinnati examined effects of TV on students' homework.

HOW MANY SAW TV SPEECHES; WHEN THEY CHOSE CANDIDATES



The upright bars in the chart above indicate the percentage of members of the Miami U. panel who saw particular TV speeches by key political figures. The bandwagons below the bars indicate the percentage of panel members who made up their minds about their choice of candidates in the periods shown. Note that 22%, all apparently party die-hards, had decided to support party nominees before they were selected. By far the most made their choice during the conventions, when, as shown by upright bars, viewing was also heavy. Each upright bar represents TV speech by political figure pictured in upper part of chart. The September Nixon speech, which outranked all other postconvention TV appearances of candidates, was, of course, his explanation of personal finances. MacArthur keynote got biggest audience of all.

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YOUNG VOICES

In the past six years five million high school students have participated in the annual Voice of Democracy contest which is sponsored by the NARTB, RTMA and the U. S. Junior Chamber of Commerce. Both as public service and promotion, the project is without equal.

FOUR STUDENT winners of 1952-53 Voice of Democracy contest don wigs and other colonial dress for workshop in historic capitol at Williamsburg, Va. Depicting four episodes in history of free expression are Robert Davis, Hawaii; Adelaide Nacamu, Peekskill, N. Y.; Thomas J. Walsh, Washington, and Frank Lammedee, San Marino, Calif.

THE other day a demure immigrant girl of 14 raised herself to her full five-feet-one and spoke fervently on the blessings of democracy.

She stood on a hallowed spot—the Burgess' Chamber in the historic capitol at Colonial Williamsburg, Va. In ringing tones she said:

"Heading the privileges my country gives me are the right to express my personal opinion, the right to write what I think, and to worship in the way I believe. . . . Since that day, three years ago, when I became a citizen, I have been and still am proud to say that I am an American."

On that very spot 188 years ago Patrick Henry, unabashed by the cries of "treason" shouted by fellow legislators berating him for opposition to the Crown's Stamp Act, had uttered these famed words:

"Tarquin and Caesar each had his Brutus, Charles the First his Cromwell and George the Third may profit by their example. If this be treason, make the most of it."

Adelaide Nacamu, Italian born but 100% American, spoke as the voice of freedom as she stood in the historic Williamsburg chamber. She spoke as one of four high school students who last week held the national spotlight as winners of the radio industry's Voice of Democracy contest. The quartet had been picked out of a million young people who participated in the competition, itself symbolic of the American way of living.

All last week the four students associated with Washington's highest personages, from President Eisenhower to members of Congress, the Supreme Court and the Cabinet. This itinerary was preceded by participation in a Democracy workshop at Williamsburg.

Their pilgrimage was highlighted by the annual Voice of Democracy awards luncheon held Wednesday at the Mayflower Hotel. There they were given $500 scholarships, awards certificates and radio-TV consoles, with Sen. Margaret Chase Smith (R-Me.) making the presentations.

The sixth annual Voice of Democracy contest again represented the cooperative effort of three national associations, the National Assn. of Radio & Television Broadcasters, Radio-Television Manufacturers Assn. and U. S. Junior Chamber of Commerce.

Five Million Entries

Since the first contest was started in 1947, five million students in the 10th, 11th and 12th grades have written and voiced five-minute essays on the topic, "I Speak for Democracy." Fourteen boys and 10 girls have been national winners, surviving carefully organized eliminations that start at the classroom level. All 48 states plus Alaska, Hawaii and other territories are encompassed in the contest area.

This year's group of winners is typical. For the second time a 14-year-old student has won national honors, this of course being pretty Miss Nacamu, a native of Milan, Italy, who came to this country in infancy. She had acquired citizenship rights from her father, but has been an American citizen in her own right only three years. Her school is Peekskill High School, Peekskill, N. Y.

Robert Davis, who lives in the little town of Paia, on the Hawaiian island of Maui, is aged 17. He is the first national VOD winner to come from beyond continental boundaries of the United States.

Frank Lammedee, also 17, coming from South Pasadena High School, in the Los Angeles area, had the benefit of radio experience in voicing his winning essay. He is an announcer at KPPC South Pasadena.

Thomas J. Walsh, 17-year-old student at Gonzaga High School, Washington, D. C., has enjoyed school radio training and once won a newspaper writing contest. He aspires to a radio-TV career.

Like their million fellow students, these four studied basic material on the fundamentals of American democracy and prepared their scripts. They survived eliminations until only 12 finalists remained. A board of distinguished judges selected the national winners on a point basis—40% for content (organization and development

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SPEAK FOR DEMOCRACY

By J. Frank Beatty

of ideas, presentation, writing); 40% for delivery (broadcast technique, voice quality, effectiveness, sincerity); 20% for originality.

The statistician doesn't live who would attempt to evaluate the cumulative impact of this eloquent voice of freedom. The spread of democracy's message starts with the first classroom assignment of listening to official broadcast discussions prepared by the contest committee. Reinforced by this instruction obtained via local radio and TV stations, the young folks start their individual research, combing books and publications in thousands of school libraries. Their essays completed, first audiences are family groups. Voice coaching is provided by teachers and friends. Then come the classroom competitions, with students hearing their classmates cite the blessings of democracy and inferentially the curses of its absence.

Next come school eliminations, community contests, county and state competitions. The 48 state winners are carefully screened on a "blind" basis by a judging committee, using transcriptions carrying code numbers. The official board of judges then selects four out of the remaining 12 finalists for national honors.

Two Near Misses

Everyone wins in this contest—participants, listeners, viewers, judges, classmates. All are winners because they learn, and take refresher courses, about democracy.

A dramatic episode of the contest just ended centers around a two-time finalist, Janet Clowers of St. John, Kan. She reached the finals but just missed top honors. A good sport, Miss Clowers sent this message to Robert K. Richards of NARTB, chairman of the Voice of Democracy Committee:

"For the second time in two years, I have placed as one of the 12 finalists in the contest. Although I did not receive the high honor of being one of the top four co-winners, I received something much more valuable.

"The thought and time spent on preparing the script was time well spent. This individual effort and thought has made me appreciate the U. S. A. even more than before. I would like to compliment the sponsors on their fine program for the young people of America."

The national welfare, too, has benefited from the contest, its backers sincerely believe. They cite evidence of a new awareness of the meanings of democracy, particularly among young people. The participations point to signs of improved relations with the American people as a whole and their government.

The story of the contest's conception and its execution is a story of free enterprise operating in the public interest. It is a

PAST WINNERS OF THE CONTEST

Of the five million youngsters who have entered the Voice of Democracy competition, these 20 plus the four on the opposite page have captured the top prize, a trip to Washington, introductions to the nation's governmental leaders, a scholarship and a radio-TV console.

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story of a successful promotion that has attracted worldwide attention, particularly among non-democratic nations where its emulation would never be sanctioned.

In the confused post-war year of 1947, democracy, as Americans had understood it for nearly two centuries, was starting to waver a bit as a result of attacks from without—and from within, too.

Radio and its baby sister, television, were targets of those who wanted to take over these powerful mass communications media for their own ends and those who had been misled by pious pleas of interest in the public's welfare.

At that time the two business associations serving the electronics industries—broadcasters and manufacturers—had a faltering promotion project on their hands. The project was National Radio Week, which had done rather well as a feature of radio's 25th anniversary in 1945. Unfortunately the second version a year later had engendered only mild enthusiasm.

Right there existed a prime setting for a new undertaking that first could serve democracy and its front line of defense, freedom of speech, and second, could inject needed life into Radio Week.

The answer, as history often has recorded, had its beginning in the mind of a child. Sitting around the dinner table at the home of Mr. Richards, at that time the new public relations director of NARTB, his seven-year-old daughter, Susan Richards, asked the meaning of the word "Communism" and wondered if Americans were Communists.

Higher Authority

Mr. Richards performed his fatherly duties by hemming through an attempt to define the term—and then postponed his answer until he could consult a higher authority: Judge Justin Miller, NAB's president and famed for his battles on behalf of free speech.

This conversation produced the conviction that there should be some opportunity for young people to learn more about democracy, and that radio was the medium to handle the assignment.

An idea was starting to assume signs of definite form. A few days later a joint committee representing NAB and Radio Mfrs. Assn. held its first session of the year in the office of James D. Secrest, RMA's public relations director. The group faced the job of planning the 1947 National Radio Week.

Out of that meeting came a fully-conceived project—the first Voice of Democracy contest. Taking part in the discussion were Messrs. Secrest and Richards; W. B. McGill, advertising manager of Westinghouse Radio Stations; Ronald Loudermilk of the U. S. Office of Education, and James Dawson, assistant public relations director at NAB.

The group represented radio stations and networks, set manufacturers, government and education. It included specialists in public relations, manufacturing, broadcasting, teaching and advertising—all serving organizations dedicated to freedom.

The germ of an idea had emerged in a few hours as a project that became the high spot of 1947's National Radio Week. Within a year the tail was wagging the Radio Week dog, and it still dominates an event that otherwise might have been lost amid Starched Collar Week, Feed-Your-Dog-Horsemeat Week, and a thousand other more or less hackneyed promotions.

Time was short—much too short, it appeared, to organize a nationwide contest before school opened in September.

But Labor Day came and the Voice of Democracy Committee, with Mr. Richards as chairman (a post he still holds), was ready with a complement of literature, promotion and contest rules. The assignment was performed so ably that the original rules still stand. Only a few brief paragraphs, they offer a model for those who stage contests—and America is a land of many and varied contests.

The promotion had to be executed with care and tact to avoid the stigma of "commercialism," an evil word at that time. It had to be executed in thousands of schools and hundreds of communities if a goal of 15,000 entries were to be approached.

THESE simple rules governing the Voice of Democracy contest are often cited as a model for events of this type:

The contest is open to 10th, 11th and 12th grade students of all public, private and parochial high schools in the United States and its territories.

Broadcast scripts are to be original; source material may be used, if identified.

Voice script not to exceed delivery time of five minutes.

Students who have been national winners previously are not eligible to compete again. State and local winners are eligible.

Broadcast scripts should approach subject positively, speaking *for* democracy and not *against* other governmental processes.

Composition of the script must be by the student, although supervision (*i.e.*, in classroom exercises) is encouraged.

Judging deadlines at the school, community and state levels must be observed.

Basis of judging: Scripts will be judged as follows—Content 40 points; delivery 40 points; originality 20 points.

The delivery element of the weighting will depend upon suitability for broadcast, not for oratorical or ordinary public speaking purposes.

A ready-made organization with units everywhere was needed. The answer was found in the U. S. Junior Chamber of Commerce. Support of school officials was required. Here the answer came—and with enthusiasm—from the Assn. of Secondary School Principals.

There was the setup. The Jaycee's had the task of community organization and promotion, working with local broadcasters and radio dealers. Their role extended through the state level. NAB was assigned a multi-faceted role—publicizing the contest by radio and the then limited TV facilities; preparing model broadcast talks on the contest topic, "I Speak for Democracy"; having them broadcast; helping students with radio techniques; recording community winners' reading of their scripts for state and national judging.

RMA set about to provide school and community awards, with dealers and manufacturers supplying radio and TV sets as prizes for local winners and their schools. The Office of Education endorsed the contest as worthy of attention from school principals and teachers. The combined groups divided the work of promotion and publicity. A fund of $10,000 was set up by NAB and RMA to finance cost of recording, promotion, four $500 scholarships, trips to Washington for the winners and chaperons, and finally the awards luncheon.

Broadcasters, dealers and manufacturers bolstered this budget with services and products of incalculable value.

That year National Radio Week was observed with genuine interest in hundreds of cities and towns. It was observed in 20,000 homes as eager students enlisted Dad, Mom and the other kids as audiences for their spoken essays on the meaning of democracy. It was observed in hundreds of schools covering 38 states as classes, school assemblies and community groups listened—and learned. It was observed on hundreds of radio stations as the competitors used the most far-reaching of all communications devices, the radio microphone.

The culmination came Jan. 28, 1948 when four excited young winners came to Washington for their awards. They were no more excited than those who had conceived and fathered the event. By that time the nation, and its top officials, had become interested. Attorney General Tom C. Clark had taken judicial notice of the contest by agreeing to present the awards.

Female Sweep

Jan. 28, 1948 was Ladies Day in the South American Room of the Statler Hotel. The winners, much to the surprise of everybody involved, were four girls—and highly photogenic as well as oratorical.

Attorney General Clark handled the awards ceremonies, held before such distinguished personages as Gen. Omar N. Bradley; FCC Chairman Wayne Coy and Dr. John W. Studebaker, U. S. Commissioner of Education, to mention a few. The board of judges that picked the four finalists after the list of winners had been screened to a dozen, included Messrs. Clark and Bradley; Father Edward J. Flanagan, director of Boys Town; Mrs. Oveta Culp Hobby, operating KPRC Houston; Fleet Admiral Chester W. Nimitz and James Stewart, actor.

The first contest was a complete success. Scarcely a detail in the pattern has been changed in the intervening years. Last Friday the sixth contest ended, a freedom-promoting project described by the Office of Education as "*the* contest for high school students."

Six years of planning by businessmen and educators, plus the earnest literary and vocal efforts of five million students, have brought results which Mr. Richards describes in this way:

"I believe the unselfish sponsorship of this annual event by the broadcasters, manufacturers and the Jaycees reflects credit upon all of them—and certainly such credit extends to the nation's public, private and parochial schools which have supported it so enthusiastically."

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To sell cake mix
to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

Cake mix—or *whatever* your product—the way to sell in *inland* California is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA Paul H. Raymer, National Representative

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COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Products Drew Pearson (175)	Amer. Bakers Theatre of Stars (202)	Libby, McNeill & Libby Nick Carter	Hy Gardner Calling
6:15	Lorillard Monday Morning Headlines (328)	"	5:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (203)	Squad Room	Juvenile Jury S
6:45	Vacationland U.S.A.	"	"	"
7:00	Songs by Eddie Fisher S	Ameri. Tobacco Jack Benny (209) R	U. S. Marine Band	My Son, Jeep S
7:15	The Three Suns S	"	"	"
7:30	TBA	Rexall Drug Amos 'n' Andy (210)	Little Symphonies	Aldrich Family
7:45	"	"	"	"
8:00	American Music Hall S From 8-9 p.m.	Richard Hudnut Charlie McCarthy Show (210) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (200)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Green Walter Winchell (325)	Hall Brothers Hallmark Playhouse (194)	Jazz Nocturne	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	Melody Highway S	Escape	Answers For Americans (S)	Chesterfield L&M Dragnet (171) R
9:45	Alistair Cooke S	"		"
10:00	Burton Dixie Corp., Paul Harvey (118)	Music For You	Oklahoma City Symphony	Barrie Craig Confidential Investigator OT*
10:15	Gloria Parker Show S		"	"
10:30	Science Editor S	10:35-45 p. m. Edw. P. Morgan-News Thinking Out Loud	"	Meet the Press
10:45	Looking Into Space S	UN Report	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Coast Guard Show S	Dance Orchestra	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	Kaltenborn
	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	Beulah	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
	Co-op Elmer Davis	Junior Miss	Dinner Date S	No Network Service
	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Gabriel Heatter	Miles Labs News of World (166)
	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (102)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (193)	The Falcon	AA of RR's Railroad Hour (192)
	Field & Stream S	"	"	"
	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (169) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
	"	"	"	"
	Met. Opera Auditions S	Lever Brothers Lux Radio Theatre (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
	"	"	"	"
	Solo & Soliloquy S	"	Co-op Off and On The Record	Cities Service Band of America (113) N
	"	"	"	"
	News of Tomorrow Wine Corp. 180	R. J. Reynolds Bob Hawk Show (185)	A. F. of L. Frank Edwards (151)	Encore
	Dream Harbor S	"	Tex Fletcher Trio	"
	Laurence Welk Treasury Show (see footnote) S	Trout 10:30-35 Ford (103)	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
	"	Cedric Adams Sonotone (155) Three Suns	"	Al Goodman's Orchestra 10:35-11
	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News
	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
	Co-op Elmer Davis	(Junior Miss)	Co-op Hazel Markel	No Network Service
	General Mills Silver Eagle (137)	Jo Stafford Show	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (166)
	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
	Sparring Partners Attorney S	Mars Inc. People Are Funny (190)	That Hamner Guy	duPont Co. Cavalcade of America (166)
	"	"	"	"
	Paul Whiteman Teen Club S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	Red Skelton * OT
	"	"	"	"
	Co-op Town Meeting	Wrigley Life with Luigi (194)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
	"	"	"	"
	"	R. J. Reynolds My Friend Irma (185)	Co-op Off and On The Record	Reynolds Metals Fibber McGee & Molly (180)
	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
	News of Tomorrow Wine Corp. 180	C-P-P, L.Parsons 10-10:05 (184)	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)
	Dream Harbor S	Doris Day	Falstaff Thompson & His Valley Boys	"
	The Embers (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams 10:35-45 Three Suns	Bands For Bonds	Int. Cellucotton John Cameron Swayze (196)
	"			Miller Brewing First Nighter(118) 10:35-11
	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

EVE

WEDN

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (129)
	"	Cook Interviews Asia
	"	No Service
	"	P&G-Ivory Lowell Thomas (106) R
	Co-op Headline Edition	Beulah
	Co-op Elmer Davis	(Junior Miss)
	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show
	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)
	Sterling Mystery Theatre (325)	Brylcreem P & G FBI in Peace & War (194)
	"	"
	Life Begins At 80 Beltone 100	Chesebrough Dr. Christian (186) R
	"	"
	Co-op Mr. President	Philip Morris Playhouse (194)
	"	"
	Co-op Crossfire	J. Montenier What's My Line (126)
	"	"
	News of Tomorrow Wine Corp. 180	December Bride The Lineup
	Dream Harbor S	"
	Latin Quarter Orchestra S (see footnote)	Ford-Trout 10:30-35 (103) Cedric Adams
	"	Dance Orchestra
	Frank & Jackson S	News
	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	The Living Word
12:00 N	News S	Europe East Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Co-op Merry Mailman	"
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandevanter & The News S	Youth Wants to Know
1:15	"		J. R. Wood Lanny Ross	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	C-Cedar Corp. Break'ast Club (M-F-W) (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
	"	"	"	Thy Neighbor's Voice
	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
	Sterling Drug My True Story (212)	Snow Crop Cons. Cosmetic Godfrey (193) R Star-Kist Owens-Corning Godfrey (192) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
	"	Lever Bros. Frigidaire-Arthur Godfrey (190) R	Mutual Music Box	"
	General Mills Whispering Streets (224)	Pillsbury Arthur Godfrey (193) R	10:35-11 Co-op Jack Kirkwood	Campbell Double or Nothing (147)
	Durkee Foods When A Girl Marries (165)	National Biscuit Toni-Arthur Godfrey (199) R	"	"
	Live Like A Millionaire S	Liggett & Myers Arthur Godfrey (204) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
	"	Contnl. Baking Grand Slam (53)	Queen For a Day	"
	Bristol-Myers (MWF) ½ hr Break the Bank	P&G Ivory Snow Rosemary (143)	Tu & Th Quaker Wed.-A. C. Weber	C-P-P Bob & Ray (183)
	Toni (Tu-Th) ¼ hr	General Foods Wendy Warren (157)	M-F 11:45-12 P. Lorillard	Gen. Foods Bob Hope (140)
	Durkee Foods News-Gardiner 12-12:10 (165)	Lever Bros. Aunt Jenny (167)	Miles Labs Curt Massey Time	No Network Service
	Valentino S	Whitehall Helen Trent (183)	Johnson & Son News (12:15-12:25)	"
	General Mills The Bill Ring Show (174)	Whitehall Our Gal Sunday (178)	Swift All Sweet Music Box	"
	Not in Service	P&G Ivory Road of Life (151)	Faith In Our Time	"
	Co-op Paul Harvey	Co-op Tod Maloone	Co-op Cedric Foster	"
	Co-op Ted Malone	P&G Oxydol Ma Perkins (182)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
	"	No Service	"	
	Skinner Mfg. Co. 9:30-10 (36)	Ferry-Morse Garden Gate (202)	"	Mind Your Manners
	"	Milner, Robt. Q. Lewis (104)	"	"
	"	Animal Fdtn. Galen Drake (78)	Miscellaneous Program S	Archie Andrews S
	"	Super Noodle Show I. J. Grass (35)	"	"
	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
	"	"	Helen Hall	"
	Brown Shoe Co. Smilin' Ed McConnell (158)	Cream of Wheat Grand Central Station *(124)	11:00-11.25 Sylvan Levins Music Meeting	My Secret Story
	"	"		"
	Eddie Fisher Show S	Cannon Mills Give & Take (155)	Farm Quiz	Hollywood Love Story S
	"	"		"
	101 Ranch Boys S	Armstrong Cork Theatre of Today (190)	Quaker Man on the Farm	News (12-12:05)
	"	"	"	Luncheon with Buster Crabbe (12:05-12:30) S
	American Farmer S	Carnation, Stars Over Hollywood (195)	5th Army Band	Coffee in Washington
	"	"	"	"
	Navy Hour S	Toni Fun For All (189)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
	"	"	"	"

DAY

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Pan American Union S
2:15	"
2:30	Lone Pine & His Mountaineers S
2:45	"
3:00	Marines In Review S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Bestg. Co. Old-Fashioned Revival Hr. (24
4:15	"
4:30	"
4:45	"
5:00	This Week Around The World S
5:15	"
5:30	Goodyear Greatest Story (323)
5:45 PM	"

XUM

EVENING TIME — FOR MARCH 1953

SUNDAY

	MBS	NBC
6:00 PM	Repeat of Kid Strips	Kaltenborn
6:15	"	Bill Stern's Sports Review (MM)
6:30	"	No Network Service
6:45	"	Sun Oil Co. 3-Star Extra (34)
7:00	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Man's Corner	No Network Service
7:30	Gabriel Heatter	Miles Labs News of World (168)
7:45	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	Crime Files of Flamond	R. J. Reynolds Walk A Mile (179)
8:15	"	"
8:30	(Co-op) Crime Fighters	Kraft Gildersleeve (180)
8:45	"	"
9:00	Family Theatre	DeSoto Plymouth Dealers, Groucho Marx Show (191)
9:15	"	"
9:30	Co-op Off and On The Record	Amer. Cig. & Cig. Big Story (191)
9:45	"	"
10:00	A. F. of L. Frank Edwards (26)	Gen. Foods Bob Hope (140)
10:15	Zeb Carver's Orchestra	"
10:30	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
10:45	"	Dangerous Assignment *M-M, 10:35-11
11:00	Co-op Baukhage Talking	No Network Service
11:15 PM	U.N. Highlights	News of the World Morgan Beatty

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Mutrs. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News
6:15	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Junior Miss	Co-op Rukeyser Reports	No Network Service
7:30	General Mills Silver Eagle (137)	Jo Stafford Show	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	The Top Guy $	Brylcreem P & G Meet Millie (196)	Official Detective	General Foods Roy Rogers (162)
8:15	"	"	"	News 8:25
8:30	Heritage! $	Cathy & Elliott Lewis Onstage	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
8:45	"	"	"	"
9:00	Tales of Tomorrow $	Andrew Jergens Time for Love (119)	Co-op Rod & Gun Club of the Air	Pet Milk Truth or Consequences (166)
9:15	"	"	"	"
9:30	Time Capsule $	Gen. Elect. Bing Crosby (205)	Co-op Off and On The Record	Eddie Cantor Show $
9:45	"	"	"	"
10:00	News of Tomorrow Wine Corp. 180	Amer. Tob. Horace Heidt (208)	A. F. of L. Frank Edwards (151)	Judy Canova (OT)*
10:15	Gene Pringle's Orchestra $	"	Falstaff Thompson & His Valley Boys	"
10:30	The Embers (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
10:45	"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op
11:00	Frank & Jackson $	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report $	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Mutrs. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	Kaltenborn
6:15	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Junior Miss	Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Union Pharmaceutical Gabriel Heatter	Miles Labs News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	Toni Co. Crime Letter From Dan Dodge (327)	Brylcreem P & G Mr. Keen (195)	Movie Quiz	All-Star Bands For Bands
8:15	"	"	"	"
8:30	Michael Shayne $	Yours Truly Johnny Dollar	(Co-op) True or False	Name that Tune $
8:45	"	"	"	"
9:00	Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	There's Music in the Air	Great Day Show	Your Challenge
9:15	"	"	"	"
9:30	Electric Co. Meet Corliss Archer (325)	"	Co-op Off and On The Record	"
9:45	"	"	"	"
10:00	Gillette Cavalcade of Sports (325)	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Critic at Large
10:15	"	"	Falstaff Thompson & His Valley Boys	Words in the Night
10:30	"	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
10:45	News of Tomorrow $ (See Footnote)	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
11:00	Frank & Jackson $	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report $	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Dick Mac Carlisle $	Morton Salt Visiting Time (7)	Otto Thurn's Orchestra	News from NBC
6:15	Buddy Weed Trio $	UN on the Record	"	H. V. Kaltenborn MM
6:30	Co-op Bob Finnegan Sports	Saturday Sports Roundup	(Co-op) Hume Dixon Country Editor	NBC Symphony Orchestra
6:45	Labor-Management $	Larry LeSeuer News	Dinner Date	"
7:00	"	Breadway Is My Beat	Co-op Al Helfer	"
7:15	Women In Uniform $	"	Report From The Pentagon	"
7:30	Dinner At The Green Room $	R. J. Reynolds Vaughn Monroe (180)	Down You Go (7:30-7:55)	TBA
7:45	"	"	State Farm Auto Ins. Co. C. Brown	"
8:00	Dancing Party $	Wrigley Gene Autry (182) R	Wildroot 20 Questions	Inside Bob & Ray
8:15	"	"	20 Questions $	"
8:30	"	GF-Post Cereal Tarzan (94) R	TBA	Reuben, Reuben
8:45	"	"	"	"
9:00	"	General Foods Grapenuts Gangbusters (158) R	(Co-op) New England Barn Dance Jamboree	Pee Wee King $
9:15	"	"	"	"
9:30	"	Gunsmoke	Lombardoland U.S.A. $	R. J. Reynolds Grand Ole Opry (178)
9:45	"	"	"	"
10:00	Saturday at Shamrock $	Saturday Night Country Style	Chicago Theatre of the Air $	Ralston Purina Eddie Arnold Show (115)
10:15	"	"	"	"
10:30	Perspective	10:30-35 News-Edw. P. Morgan	"	M. Willson's Music Room $
10:45	"	Saturday Night Country Style	"	"
11:00	News $	News	News	News from NBC
11:15 PM	The Playboys $	Dance Orchestra	Dance Orchestra	Alex Dreier News

SUNDAY

	CBS	MBS	NBC
12:00	Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
12:15	"	"	"
12:30	Longines-Wittnauer Symphonette (162)	Bandstand USA	The Catholic Hour
12:45	"	"	"
1:00	Fillys-Overland Motors Inc New York Philharmonic Symphony (198)	US Military Academy Band	American Forum of the Air
1:15	"	"	"
1:30	"	Top Tunes with Trendler	TBA
1:45	"	"	Youth Brings You Music
2:00	"	Poter Salem	Mutual Ben. H&A On the Line w Considine (183)
2:15	"	"	Elmo Roper
2:30	Riggio-King Size America Calling (39)	Under Arrest	The Chase $
2:45	"	"	"
3:00	Quiz Kids	"	Jason and the "Golden Fleece"
3:15	4:55–5 p. m. Sonotone (165) *Cedric Adams	Dear Margy, It's Murder	"
3:30	Kingan Arthur Godfrey Roundtable (109)	Wildroot & Sylvania The Shadow	G. I. Joe
3:45	"	"	"
4:00	5:30-55 p. m. World News Robt. Trout *(192)	Motorola (alt. wks.)	Gulf Oil Co. Counterspy (135)
4:15	5:55-6 p. m. La Sueur-News	True Detective Mysteries	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
12:00	Not In Service	P&G Crisco Dr. Malone (159)	Luncheon with Lopez	Co-op Home Edition of The News $
12:15	"	P&G Duz Guiding Light (158)	"	Wesson Oil Dr. Paul (61)
12:30	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (141)	Say It With Music	No Network Service
12:45	"	P&G Tide Perry Mason (167)	2:25 Johnson & Son, News	Jane Pickens
1:00	Tennessee Ernie $ (See Footnote)	Toni, Seeman Nora Drake (189)	MWF Sustaining M. Johnson Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway
1:15	"	P&G Ivory Fl. Brighter Day (167)	No Network Service	Kukla Fran & Ollie K., Baughart 2:55
1:30	"	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
1:45	Toni Co. (128)	Pillsbury House Party (184) R*	"	P&G Road of Life (163)
2:00	"	Lever, Kellogg Houseparty * (175) R	"	P&G Pepper Young (166)
2:15	"	Quaker *R. Jemina (117)	"	P&G Right to Happiness (163)
2:30	General Mills Cal Tinney (274)	Gen. Fds.(4-4:05) Gole (46)* Robt. Q. Lewis (102)	M-F Music With Bruce & Dan M-F 4:30-5 p. m.	P&G Backstage Wife (175)
2:45	"	MTW Chicagoan ThF St. Louis Matinee	Lucky U Ranch	Sterling Drug Stella Dallas (151)
3:00	Jack Owens Show $	Treasury Bandstand	M-Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)
3:15	"	"	"	Manhtn. Soap Woman in My House (181)
3:30	Co-op Big Jon & Saarkie	4:55-5 News	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall Just Plain Bill (143)
3:45	Fun Factory $	5-5:45 p.m. No Service	W&F Songs of the B-Bar-B	Whitehall Front Page Farrell (138)
4:00	"	"	5:30-5:55 M-W-F Ko logg Wild Bill Hickok Tu&Th Derby Sky King	C-P-P Lorenzo Jones (191)
4:15	Yoonie Kemper $	Miles Labs Curt Massey Time (147) R		Ex-Lax Inc. Doctor's Wife (172)

SATURDAY

	ABC	CBS	MBS	NBC
12:00	Vincent Lopez Show $	Carter City Hospital (156)	1:30-2:25 Symphonies For Youth	U. S. Army Band $
12:15	"	"	"	"
12:30	Texas Co. Met. Opera (350)	Harmel & Co. Music with H. Girls (123)	"	U. S. Marine Band $
12:45	"	"	2:25 Johnson News	"
1:00	"	Make Way For Youth	101 Ranch Boys	Symphonic Adventure $
1:15	"	"	"	"
1:30	"	Report From Overseas	Bandstand USA	What's the Score
1:45	"	Adventures In Science	2:25 Johnson News	"
2:00	"	Farm News Co-op	Sports Parade	Design For Listening
2:15	"	Correspondents Scratchpad	"	"
2:30	"	Treasury Show	Salute to the Nation	Treasury of Music
2:45	"	"	"	"
3:00	"	Washington U.S.A.	Mac McGuire Show	Robert Armbruster & His Music
3:15	"	"	"	"
3:30	Roseland Ballroom Orch. $	Eddie Fisher Show	Walter Preston's Show Shop	Big City Serenade $
3:45	"	"	"	"
4:00	"	Saturday at the Chase	"	Author Speaks $
4:15	Club Aluminum Club Time (20)	"	5:55-Johnson & Son News	Public Affairs $

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast, TBA to be announced RP repeat performance. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319). 7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332). 7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger. 10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Gatherin' (107). 8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (40). 11:00-11:05 a.m., Sat., Campana, Shadel (188). 1:55-2 p.m., Sat., Gen. Foods, G. Drake (153). 3:30-45 p.m., Tu. & F., Kellogg Co., House Party. 3:55-4 p.m., M., Tu. W. F., Toni Co. It Happens Every Day (157). Seeman Bros. It Happens Every Day on Th. 9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155) R. 10-10:05 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (183). 11:30-11:35 a.m., Sun., Bill Shadel (8) *3:15-30 p.m., M-Thur., Pillsbury Mills, House Party (167) 3:15-30 p.m., Fri., Gr. Giant, House Party (170) 3:45-55 p.m., M-F, Quaker Oats, Aunt Jemima, Home Folks (115). Sun. 4:55-5 p.m. Sonotone-Cedric Adams (142 sta.) 4-4:05 p. m. Gen. Fds., Robt. Q. Lewis. (86)

ON A SUNDAY AFTERNOON

String Serenade, 2:30-3 p.m.; Galaxy of Hits; 3-3:45 p.m.; Main Street, Music Hall, 3:45-4 p.m.; Band of the Day, 4-4:30 p.m.

MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co. 8:55-9 a.m., M-F Gabriel Heatter-VCA Labs. 10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson 11:25-11:30 a.m., M-Sat., Johnson & Son. News Mon.-Sat. 3-3:05 p.m. M.-S.-Burlington Mills—Cameo Lady Talk 5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson 9-9:05 p.m., M-F, Johns-Manville, Bill Henry. Mutual-Multi-Message Plan—Participating sponsors: Mon.-Fri. 8-8:30 p.m. programs—General Mills; Mon.-Tues.-Thurs. 8-8:30 p.m. Programs—R. J. Reynolds.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28)* 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations. 8:30-9:00 a.m., Sat., Howdy-Doody. * MM—"Minute Man" Programs. * OT Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
February 23, 1953

THE BIG PUSH

Radio and television have always done a major job in the annual fund raising campaign for the National Foundation for Infantile Paralysis, but this year their contributions were bigger than ever. Here's how stations, networks and advertisers participated in the drive.

THE NATION'S radio-TV stations and networks surpassed their usual high public service quotas in behalf of the infantile paralysis fund this year, contributing a record amount of time, talent and facilities to the March of Dimes campaign. Basil O'Connor, president, National Foundation for Infantile Paralysis, told BROADCASTING • TELECASTING the industry's many contributions in the recently-completed fund drive were the greatest in the foundation's history.

National and regional networks, he said, cooperated 100% under the direction of Harold E. Fellows, NARTB president. Station managers and performers, along with big-name stars and unknown behind-the-scenes personnel, worked together in an all-out broadcast effort to collect pledges and donations.

On the national level, Marie Wilson, star of *My Friend Irma* on CBS-TV, offered her services as a secretary for one day to the person or company donating the most money to the March of Dimes. She decided to work a day overtime after getting two large bids, one for $26,000 by employes of Douglas Aircraft Corp. and another for $22,500 from the Resort Hotels Committee of Las Vegas, Nev.

Companies in fields closely allied to on-the-air broadcasting helped, too, with General Electric, for example, installing specially-constructed video sets for iron lung patients in polio wards of City Hospital, Syracuse, its headquarters city.

Among the many stations contributing to the cause was this group from the East:

Eastern Region

To help raise funds for the local March of Dimes campaign, WBUD Trenton staged an all-night benefit program from 9:30 p.m. to 6 a.m. T. J. Martin, WBUD disc jockey, served as m.c., introducing talent from Trenton and Philadelphia.

One hundred consecutive hours marathon was aired exclusively in Boston by WCOP, which fed the program to three New Hampshire stations. More than 100 local and national stage stars helped collect $15,000 during the show, which would have cost $45,000 if bought by an advertiser. During the marathon, 7,500 persons called a WCOP disc m.c., stationed in a window, and more than 1,000 waited in the rain to watch his final signoff.

WFIL-TV Philadelphia netted $14,700 in a telethon continuing from 11 p.m. until 2:30 a.m., increasing its pledges by $4,000 over last year. The event was telecast for the fourth year under direction of Roger W. Clipp, station general manager who was city chairman of the March of Dimes campaign.

WAGE joined WHEN-TV Syracuse in carrying a two and one-half hour simulcast in which more than 100 performers appeared. Station collected 73,864 dimes.

A month-long drive at WHOB Gardner, Mass. was climaxed by a 10-act stage show handled by Frank Mullen, m.c. High school students, interested in radio as a career and members of WHOB's *Radio Club*, distributed collection boxes throughout the city. Individual contributions were larger than in previous years, reports Al Maffie, station manager.

Hour-long remote telecast of the Ice Capades was the high spot of WJAR-TV Providence programming, which used a specially-constructed ramp for camera mobility at a local auditorium. Skaters were interviewed backstage. Station also preempted two commercial shows to aid the "Mothers' March," and aired station breaks, films and interviews on regularly-scheduled shows.

Record Requests

Record requests were aired by two WKNE Keene, N. H. disc m.c.'s for 14½ hours. They charged a minimum of $1 donation for each song played. Joseph K. Close, president of WKNE Corp., contributed a liberal amount in behalf of the 21 station employes.

Donations to WNBF-TV Binghamton, N. Y., totaled almost $25,000 after a 14-hour weekend telecast. Of this sum, more than $8,500 was collected by performers appearing before a studio audience at the station. Some 2,000 telephone pledges came from cities within the station's signal area.

Merchandise and services were auctioned off by WOND Pleasantville, N. J. staffers in 48 hours continuous broadcasting. It was the station's third annual marathon "auction-aire." Show originated during daytime hours from a shop window. John H. Stucknell, general manager, was radio chairman for the Atlantic County drive.

Merchandise, donated by local business was auctioned also by WOTW Nashua, N. H. which was sent $1,000 by listeners. At WPTF Raleigh, N. C., Bill Jackson, early-morning announcer, organized a county-by-county contest among listeners, with the county most heavily represented by donations getting $100 from the station. Total contributions: $1,967.18.

Disc m.c.'s from four radio outlets in Worcester, Mass., paraded in the city's first "Disc Jockey Motorcade" to promote the dimes drive. Planned by Helen L. Elias of WTAG, campaign's radio chairman, the motorcade was followed by record shows playing listeners' requests and airing campaign results every half-hour.

Combined radio and newspaper promotion in Hartford, Conn. brought a total of more than $105,000 to the dimes fund. WTIC and the Hartford *Courant*, for the 13th year, joined in publicizing the need for polio funds. The 13-year total collected by the twosome is nearly $900,000. Highest previous amount raised in any one year was $97,163.

WWNY Watertown, N. Y., raised $4,815 in pledges as a result of its sixth annual March of Dimes marathon broadcast, the station has reported. The appeal, aired from 8:45 p.m. to 1:45 a.m. in one day, brought in 1,182 pledges from Watertown and 34 surrounding communities.

Eight stations in the Albany-Troy-Schenectady area sponsored a one-night public service broadcast which netted $10,000. Originated in the ballroom of the Hotel Ten Eyck in Albany, the show included transcribed appeals by celebrities and a poll of the top tunes of 1952, which cost each voter calling in a $1 donation. Stations participating included WXKW WPTR WABY WOKO and WROW Albany, WTRY Troy and WGY and WSNY Schenectady.

Southeast Section

A nine hour "radio auction" broadcast by WDXI Jackson, Tenn. brought in more than $1,200. Articles donated by Jackson merchants were auctioned off by Jim Hoppers, WDXI program director, who stayed on the job throughout the nine-hour marathon.

The mayor of Easley, S. C., was arrested at the beginning of a three-hour campaign over WELP Easley and placed in jail. He would have been released if only $200 in contributions had been received by 5 p.m., but ended up spending the night in jail as donors paid to keep him there. Local talent appeared on the broadcast, which brought in more than $1,000.

WGH Norfolk assisted the local "Mothers' March" by scheduling a series of broadcasts urging listeners in the five city Tidewater area of Virginia to turn on porch

BEHIND THE MARCH OF DIMES

Two of a kind were Wess Carr, announcer at KLYN Amarillo, and his friend before the March of Dimes campaign. But only the goat has a beard today. Mr. Carr offered his in exchange for the highest donation from a listener. He shaved when a $100 contribution came in.

lights or to tie a white handerkerchief on the front door.

Three programs on WHAS-TV Louisville helped point up the plight of polio victims. Louisville, hard hit last summer by the disease, saw children of polio victims get a remote reunion with their hospitalized parents on Mary Snow Ethridge's special show. She later brought three polio victims before the cameras, each in a different stage of recovery. Technicians explained therapy to the audience, and direct appeals for funds were made. Third program, a drama called *Revenge*, was shown seven times throughout an eleven-day period.

WHAW Weston, W. Va., located in a small community, led its first drive in 1951, netting $2,273. This year the sum was more than $3,000—an average of 17 cents per person in the area.

WLOW Norfolk, Va. pushed promotion of Sheriff Tex Davis, hillbilly disc jockey, in its campaign.

Radio performers Helen Farmer, Herb Johnson, Peggie Milton and Dick Ashby teamed up and competed for contributions at WMAZ Macon, Ga. The ladies went out on streets and painted traffic lane markers at $1 contribution per foot, accompanied by the Lanier High School Band. More than $2,000 was collected.

Every announcer on staff at WRBL Columbus, Ga., handled one and two-hour stints in the center of town, soliciting donations via a loud speaker. George Davis, announcer and production man, organized a dinner at a local country club, with proceeds going to the dimes drive.

Tobacco contributions were asked of farmers in the WROL Knoxville, Ky., area. The slogan "Give a Hand (of Tobacco)" raised a total of $8,576.34 and 303 spots and four special programs were presented during the drive.

Bill Hickey, announcer for WSGN Birmingham, Ala., auctioned goods donated by local merchants from 7:30 p.m. to 1 a.m. The entire station facilities were turned over to *Auction on the Air*. Listeners were asked to offer items for auction, and response was so great that sign-off time was extended an hour. Nearly $1,000 was raised.

Midwest Region

Denver viewers saw their first telethon when KBTV (TV) aired 6 hours, 10 minutes of programming to collect $10,000. Sum was implemented by appearance of a construction firm official at the origination site in the Broadway Theatre and his donation of a check for $1,100 to station newscaster Bill Michelsen.

Combination marathon and basketball game, sponsored by KELO Sioux Falls, S. D., resulted in a total contribution of $1,500 to the drive. All staff announcers and musicians took part in the 10:30 p.m.-2:45 a.m. broadcast. A marathon-auction was used by KFH Wichita to solicit donations, with a song, skit and merchandise auction continuing from 6:15 p.m. until 2:30 a.m., two and one-half hours past the station's usual signoff. Show incorporated on-the-spot recordings of interviews with local polio victims.

Three stations in Monroe, La.—KLIC, KMLB and KNOE — broadcast simultaneously an auction with each represented by a staff announcer. Auctioneering of prizes donated by merchants brought in $3,643 with much of the return credited to advance promotion by Irv Zeidman, KNOE program director.

KSTP-TV Minneapolis-St. Paul collected $10,000 worth of merchandise, including a 1953 Chevrolet, 17-inch Philco television set and $1,000 diamond ring, and launched a public service "giveaway" with "The Marching Man" contest. Viewers were shown a silhouette of a well-known American personality and asked to identify him, sending with their answers $1 donation to the drive and a letter stating their reasons for supporting the March of Dimes. Idea was a promotion co-sponsored with the station by Chevrolet Dealers of the Twin Cities.

The Alexandria (La.) *Daily Town Talk* sponsored a four-hour *Radio Rodeo for*

In response to a plea on *TV Sports Page* over WJAR-TV Providence, viewers contributed more than the weight of polio patient Marilyn Dixon in dimes. Marilyn appeared on the show with Warren Walden.

XUM

Polio on KSYL and KALB there. Broadcast, picked up from four remote locations, brought in $2,000 in donations during four hours of air time. One remote was originated in Polio Center wards.

Jay Roberts, chief staff announcer at KXAR Hope, Ark., admits the $73 he collected is no huge sum, but in consideration of the facts its gets bigger. Talking to listeners nightly for 45 minutes during the entire month of January, he asked only for dimes. He received 7,300, and there are only 8,603 residents of Hope.

Pounds of Pennies

Skip Maddox, disc jockey, WANE Fort Wayne, Ind., turned over 142 pounds of pennies or $206.50 to a local drive collection agency after competing with other Indiana deejays to see who could collect the most "Pounds of Pennies to Fight Polio." Idea was originated by Hal Roche, WAOV Vincennes.

An FM station—WCTW New Castle, Ind.—made an imposing record during the drive. In a single show (purchased by 80 local businesses, with the money donated later by the station), staffers took pledges for $5,000 in a town of less than 20,000. Station remained on the air three hours after sign-off. Highest return in previous years was $2,400.

WKBZ Muskegon, Mich. reports double the number of contributions to the polio fund this year as a result of its *Music Marathon*. Station staffers stayed on the air late one night to welcome townspeople to the studios, giving them coffee and doughnuts in exchange for donations.

WLEC Sandusky, Ohio, knows for a fact it has a loyal car radio audience. A man driving through town heard on the station that only $5 more was needed to reach the $500 mark, so he drove to WLEC and deposited that sum. Total donations exceeded $1,455.

Tait Cummins, sports director, WMT Cedar Rapids, got his largest March of Dimes contribution from Collins Radio Co., broadcast equipment manufacturer, where employes collected $3,360, a company record.

Telethon on WCCO

Theo. Hamm Brewing Co., St. Paul, raised $7,855 for the fund drive on a telethon included in its sponsorship of the Minneapolis Lakers and Fort Wayne Pistons professional basketball game on WCCO-TV Minneapolis. During the one and one-half hour show, St. Paul residents pledged $4,700 by phone; Minneapolis, $2,482.50, and out-of-state cities $672.50. WCCO conducted a *Polio Party Line*, on which volunteers in 11 towns and cities in Minnesota handled calls from 87 counties in that state as well as from Wisconsin, North Dakota, South Dakota and Iowa.

TELETHONS on WDTV (TV) Pittsburgh brought in more than $100,000 from viewers for Variety International, showman group interested in charitable work. Harold C. Lund (r), general manager of the station, is commended by William Finkel, president of the Pittsburgh chapter, for the station's service.

Western Region

Fast collections were made by KGW Portland, Ore. staffers. One driver traveled 100 miles to get $100 from a father of three children with polio. More than 99% of the telephoned pledges had been translated into cash three days after the *Phil Irwin Polio Marathon*, conducted for the third year. Mayor Fred L. Peterson gave a special version of the 11 p.m. news, assisted by Sheriff Terry Shrunk on the commercials. The program honors the late Mr. Irwin, a KGW announcer, a polio victim. Contributions purchased two rocking beds and a resprometer.

KLYN Amarillo raised $1,900 after several hours of evening broadcasting, $100 of which was pledged by a listener who heard announcer Wess Carr's promise to shave his beard for the highest bidder. He appeared on the "treasure hunt" broadcast, on which the station offered several bonus prizes to listeners phoning in pledges.

Window Pains

Len Allen, disc m. c. at KLO Ogden, Utah, got more than he bargained for after a *Dawnbusters* show. Offering to work as window washer for the person donating the most money to the campaign, he was "sold" to an officer at Hill Air Force Base nearby. Mr. Allen, thinking he was to wash windows in the Officers' Club, learned to his dismay the officer had a different project in mind: Cleaning 800,000 square-feet of glass panes at one of the plane hangars. Mr. Allen estimates he would be 65 years old before completing the job, working at the rate of 25 square-feet per day.

Seattle businessmen and civic leaders paid $25 each for the privilege of interviewing any of 27 well-known Pacific Northwest sports personalities of KOL there. Interviews, ranging in length from three to six minutes, continued from 8 a.m. until midnight. Archie Taft Jr., station manager, was

SEWING UP SALES
on Sewing Machines

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

There's nothing new in the radio "mystery tune" idea; nothing new in offering prizes to listeners who name instrumental numbers played over the air. BUT WOC PUT SOMETHING NEW INTO THIS OLD IDEA WHEN $172.50 SPENT ON SUCH BROADCASTS PRODUCED *$7,370.90 In Sales* for Home Vacuum Store.

This Davenport appliance firm uses a daily 5-minute "Mystery Tune" format, six days a week, to promote the sales of a sewing machine it carries.

The week of November 17, one-hundred-and-fifty WOC listeners won gift certificates for correctly naming masked melodies played on Home Vacuum's broadcasts. This firm obtained appointments with 76 of these winners; *sold 44 of them sewing machines which retail for $167.50 each.*

WOC has a host of success stories proving its effectiveness as a low-cost advertising medium. Get further facts from your nearby Free & Peters office—or from WOC *direct.*

WOC
THE QUINT-CITIES AM - FM ALSO TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

state radio chairman for the 1953 campaign.

Third annual dimes telethon sponsored by KOTV (TV) Tulsa netted $11,147 for the fund after a six hour show in which 100 entertainers performed and another $1,500 after an appeal made by newscaster Cy Tuma, bringing the total to almost $14,000. Mr. Tuma spoke from personal knowledge, as he was hospitalized for many months with polio and is partially paralyzed.

Items from turkeys to a Pontiac were auctioned at a local theatre for two nights by KPQ Wenatchee, Wash., which chalked up contributions of more than $4,300 after 12½ hours of radio programming. An additional $4,500 was raised by selling a carload of Wenatchee apples in New York. Station's total collection was $8,800.

Iron Lungs Donated

All-night "telethon" put on by KROD-TV El Paso, Tex., which had been on the air only four weeks, brought in contributions far exceeding its goal. Complete staff of KROD-TV and entertainers from El Paso and Juarez took part. Bernie Bracher was m.c. More than $24,000 was pledged, and two iron lungs were donated during the telethon.

KRON-TV San Francisco scheduled two special live programs, emceed by Ralph Edwards. The first program pushed the Mothers' March, and the second included a report from the city chapter of the Infantile Paralysis Foundation and a plea for pledges.

Five amateur auctioneers chanted for five and one-half hours on KRIO McAllen, Tex., all selling donated articles. More than 140 items, including a 485-pound live calf, $5 grocery coupons and dolls, were sold to net $4,500.

Cuffs on Curfman

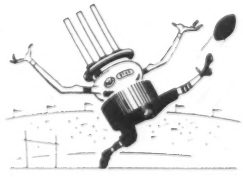
A live talent variety show on KRPL Moscow, Ida., raised $1,500. Broadcast from the local Elk's Temple, the program featured the "arrest" of Raymond (Babe) Curfman, head football coach of the U. of Idaho, and Arthur (Buck) Bailey, baseball coach at Washington State College, Pullman. Listeners pledged more money to keep them in jail. Broadcast details were handled by Bert McAllister, KRPL general manager.

Disc jockey Dick Zook, KVVC Ventura, Calif., conducted his second "disc marathon" this year after chalking up a record of 85 consecutive hours of spinning for the 1951 campaign. Local restaurants donated food, and taxis offered free rides to contributors. Mr. Zook traveled with a mobile unit during the day to make local broadcasts.

WBAP-TV Fort Worth presented the superintendent and assistant superintendent of the polio division, City-County Hospital there, on *Sports Previews*. Host-m.c. Budd Watson signed over his weekly talent check at the end of the program to Mrs. James Leonard, campaign leader.

RCA 5762 forced-air-cooled grounded-grid POWER TRIODE

The "Triple-Threat" Performer



Originally designed for FM, the RCA 5762 has become a "triple-threat" performer throughout the broadcast field. It has won high scores for efficient operation in TV, FM, and AM transmitters.

Because of its improved, more efficient radiator, the 5762 runs cooler . . . lasts longer. More stable operation results from short, direct filament leads.

The use of a conical grid support makes possible extremely low grid-lead inductance, prevents electron bombardment of the bulb, and results in better over-all operating efficiency.

So play it safe in tube replacements. Buy RCA Tubes—the tubes built to give you maximum *Performance Security.*

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ELECTRON TUBES HARRISON, N.J.

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– TEXAS' 5th
EL PASO

KEPO is your Best Advertising Medium to reach the Nation's Largest Trade Territory. KEPO is the powerful, friendly, influential index to a $500,000,000 Retail Sales market . . . a market made up of approximately 525,000 listeners in the El Paso Trade Zone plus the added bonus of the hundreds of thousands of people it reaches in New Mexico, Arizona and Old Mexico.
Figures from Sales Management, May 10, 1952

Ask Avery-Knodel for complete details

THE MOST POWERFUL STATION IS
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ABC at 690 10 kw

BMI
"Pin Up" Hit

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PEOPLE

Advertisers

Rolland W. Taylor, vice president and director, Foote, Cone & Belding, N. Y., to Colgate-Palmolive-Peet Co. effective March 16 as vice president in charge of advertising.

Clark Ramsay, vice president, Monroe Greenthal Co., Universal City, Calif., to Universal-International Pictures, that city, as executive assistant to **David A. Lipton,** vice president in charge of advertising and publicity.

Michael Keith, manager of national retail accounts for Pepsi-Cola Co., to Philip Morris & Co., N. Y., as sales promotion manager.

James A. Reilly, executive vice president of Colgate-Palmolive-Peet Co. in charge of soap dept., elected to company's board of directors.

Donald S. Greenlief, commercial manager, WWPG Palm Beach, Fla., to *Palm Beach Daily News* and *Palm Beach Life Magazine* as advertising manager.

F. L. Bradway and **Cecil P. Kahmann,** acting advertising managers, Roma Wine Co. and Cresta Blanca Wine Co., respectively (both subsidiaries of CVA Corp., S. F.), named advertising managers of respective firms.

Agencies

Roy Campbell Jr., chairman of plans board, Foote, Cone & Belding, Chicago, and vice president and director of agency, transferring to New York office as member of management group.

J. Norman McKenzie, John C. Dowd Inc., Boston, to James Thomas Chirurg Co., same city, as vice president in charge of merchandising.

John C. Morse, executive vice president, Dan B. Miner Co., L. A., elected president. He succeeds **Dan B. Miner,** who remains chairman of the board.

Alfred A. Hutchinson to Budd Gore & Co., Chicago, as vice president.

Roger Verran, copy chief, BBDO S. F., elected vice president.

Robert C. Whitney, account executive, Arthur G. Rippey & Co., Denver, elected partner.

Howard H. Sharman, director of media and research, Rickard & Co., N. Y., elected executive vice president.

Milton Carlson, vice president in charge of radio-TV, Western Adv. Agency Inc., L. A., having sold his interest in firm to president **Edward E. Keeler,** has resigned. **Ed Lytle,** account executive, KFXM San Bernardino, rejoins agency as radio-TV director.

James Stuart Montgomery appointed to board of directors, Lohmeyer-Adleman, Phila., effective April 1 when firm's name will change to **Lohmeyer, Adleman & Montgomery.**

George Gale, vice president, St. Georges & Keyes, N. Y., has resigned. Future plans have not been announced.

Charles J. Allen, sales service manager, The Kroger Co., Cincinnati, to Gardner Adv., St. Louis, as vice president in charge of advertising.

Joseph R. Joyce, vice president and account

SALES BOOSTER
THE
SILVER DOLLAR MAN
GIVEAWAY SHOW

• The hottest audience-getter to hit the airways in a decade. Exciting—Dramatic—Different. Tailor-made for bottling and frozen food accounts. Successfully used by... Pepsi-Cola, Dr. Pepper, Nehi, Squirt and Coca-Cola. Write, wire or phone about this low priced, high powered, nationally tested program.

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PHONE: BRUNSWICK 1-900

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and
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together account for over 13% of the U. S. total farm income (average per Iowa-Illinois farm—$10,500)

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From its vantage point in the center of this great farming market WHBF radio is a potent media

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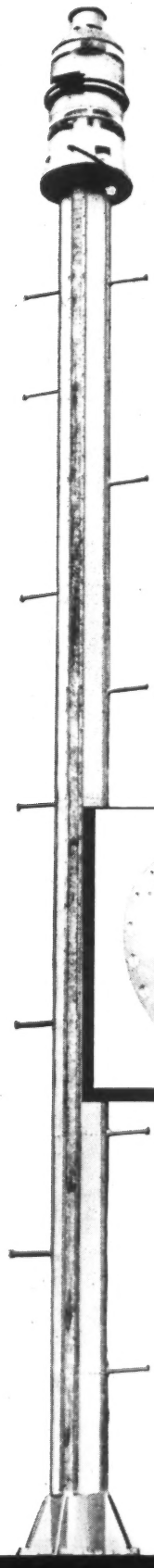
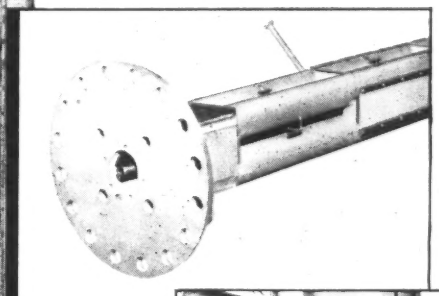
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

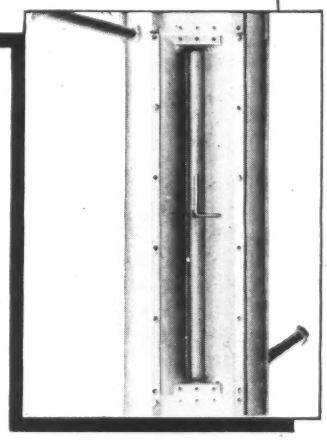
Federal presents...

a new UHF antenna



Simplified base plate for easy mounting.





Cut-away section of slot.

Custom-made for each channel, this all-new, all-metal antenna is formed by four vertical tubes subdivided into slotted sections. A single inner-conductor feed system simplifies construction and results in a more reliable and easier-to-maintain system.

The elimination of delicate connectors or insulators—*of any type*—gives ruggedness heretofore unobtainable and allows power inputs limited only by the capacity of the transmission line.

Specifications include:

- **HIGH GAIN of 14 (11 db) or 25 (14 db)**
- **VERTICAL BEAMWIDTH 2.1° to 4.2°**
- **VSWR less than 1.1**
- **CIRCULAR HORIZONTAL RADIATION PATTERN within 1 db**

... all contributing to unusually high performance and operating dependability.

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Check with your nearest Graybar sales office for details on Federal TV equipment ... the finest in UHF and VHF antennas, transmitters and studio equipment.

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executive, Robert W. Orr & Assoc., to Ruthrauff & Ryan, N. Y., as member of account executive staff.

Bert M. Knighton, assistant to president of Pepsi Cola Co., N. Y., to Criterion Adv., same city, as account executive.

Daniel E. Shea, former merchandising director, Calkins & Holden, Carlock, McClinton & Smith, to Lennen & Newell, same city, as vice president-merchandising director.

Elwood Lindell, copy chief, Crosley & Jeffries Inc., L. A., to Buchanan & Co., that city, as assistant account executive.

L. E. Jemison, general manager of art and production, Hicks & Greist, N. Y., appointed president's administrative assistant.

Philip M. Botfield, associate director of publicity and promotion, Benton & Bowles, N. Y., promoted to account executive on French Government Tourist Office account.

Winston Norman, copy department, Foote, Cone & Belding Inc., S. F., to Guild, Bascom & Bonfigli, that city, as copy analyst and research director.

Fred Beck Jr., TV production department, Dan B. Miner Co., L. A., appointed publicity director. He succeeds **Rockey Spicer,** who joins Consolidated Vultee Aircraft Corp., San Diego, as public relations director.

Hazel B. Holmgren elected secretary and board member, Wyckoff & Downward, S. F.

Joann Morse to art and production staff, Vance Fawcett Assoc., Honolulu.

Robert L. Nicholas, Foote, Cone & Belding, L. A., to Grey Adv., N. Y., as account executive.

Henry Klein, James F. Dallett Jr., and **Henry Candy** to John F. Rich Agency, Phila.

Emil Reisman to Pardee Co., Hollywood, as creative director.

Garrett E. Hollihan, account executive, Foote, Cone & Belding Inc., S. F., to Arthur Meyerhoff & Co., Beverly Hills, as executive assistant to **Jim Ward,** West Coast manager.

Kenneth A. Syfrit to Adrian Bauer Adv., Phila., as account executive.

Armand E. Rivchun, specialist in retail jewelry merchandising and allied fields, to Sullivan, Stauffer, Colwell & Bayles, N. Y., account executive group.

Henry White, former business manager of CBS-TV program department, to Biow Co., N. Y., in executive capacity in radio-TV department.

Jerome McAlevey, assistant production manager, promoted to production manager of Anderson & Cairns, N. Y. **Arthur Pritchard** succeeds Mr. McAlevey.

Winfield C. Goulden, publicity and promotion staff, Benton & Bowles, N. Y., appointed account executive in Post Cereals account group.

Elaine Campbell, Foote, Cone & Belding, to copy staff, Needham, Louis & Brorby Inc., Chicago.

Ralph Draper appointed radio timebuyer, Leo Burnett Co., Toronto.

John McQuaig, media department, Young & Rubicam Ltd., Toronto, appointed media director, James Lovick Ltd., same city.

Helen Andrews to N. W. Ayer & Son, N. Y., as copywriter in radio-TV department.

Robert Fox, group art director, Hicks & Greist, N. Y., appointed executive art director of agency.

John H. Hosch Jr., vice president of J. Walter Thompson Co., N. Y., named chairman of advertising division of Legal Aid Society's 1953 fund raising drive.

John Mather Lupton, president of New York advertising agency bearing his name, appointed chairman of advertising and services committee in 1953 Red Cross fund campaign.

Stations

Neal B. Welch, commercial manager, WSBT-AM-TV South Bend, Ind., appointed general manager, succeeding **Robert H. Swintz,** now business manager of stations.

Arden E. Swisher, general manager, KOIL Omaha, named general sales manager of May Bcstg. Co., licensee of KMA Shenandoah, Iowa, and KMTV (TV) Omaha. He is succeeded by **Bill Talbot,** KOIL program director.

Mr. Swisher

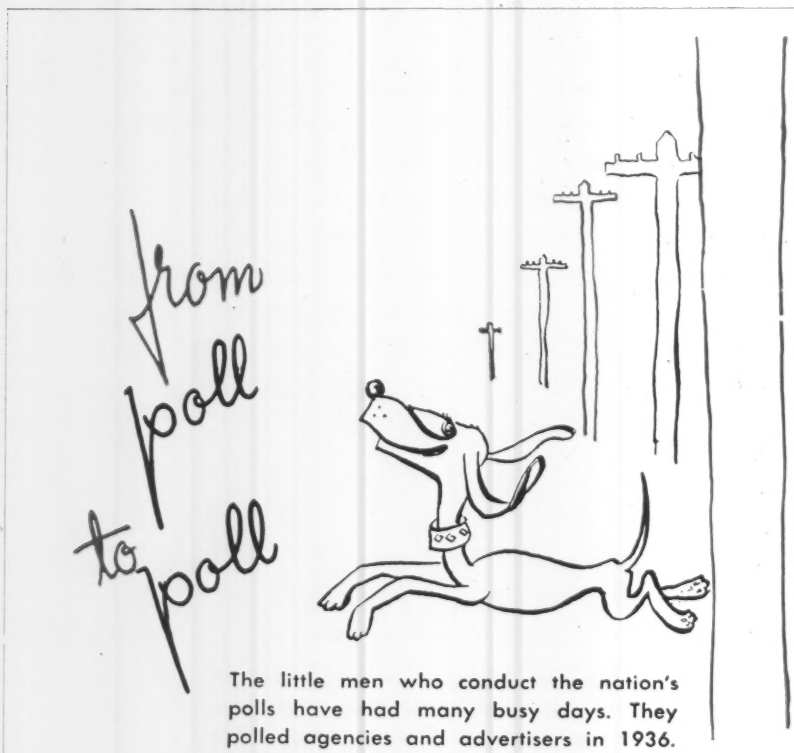
Edward Coughlin, sales representative for Edward Petry & Co., N. Y., to WOR-TV New York sales department as account executive.

Jack Weldon appointed station manager, WAIR Winston-Salem, N. C., **Donald W. Jarvis** and **Larry Patrick** named program and production managers, respectively.

Albert L. Scheible, commercial manager, WENT Gloversville, N. Y., appointed general manager, WLFH Little Falls, N. Y.

Bill Wyman Pennell, production staff, KVER Albuquerque, N. M., to WRHT Griffin, Ga., as commercial manager effective March 15.

Ray Brosseau, sales service coordinator, WLWD



The little men who conduct the nation's polls have had many busy days. They polled agencies and advertisers in 1936. And they polled every year right up to today.

In every one—and the surveys were fathered by stations, representatives, transcription companies and networks—BROADCASTING • TELECASTING was first. First in every category . . . whether news, usefulness, accuracy or advertising dependability.

RUST INDUSTRIAL CO.

Now...

PACKAGED REMOTE CONTROL

for Commercial Broadcast Transmitters

AM — FM

THE RUST INDUSTRIAL COMPANY'S REMOTE CONTROL SYSTEM

The Rust System is the *only* transmitter remote control system *proven* in service in United States Commercial AM Broadcasting installations. *It meets all FCC requirements.*

STUDIO UNIT
(Type RI-1080)

REMOTE CONTROL

of transmitters means more effective station operation. Attending personnel may be utilized more efficiently. More convenient location of studio is made possible. Transmitter may be located where transmitting conditions are ideal and real estate costs low.

THE RUST SYSTEM

consists of a studio unit and transmitter unit connected by two telephone pairs. Up to nine meter readings can be made and up to nine operations can be controlled by simply dialing desired functions. Transmitter adjustment is made remotely while simultaneously observing readings of appropriate meter.

The transmitter unit is connected to any one of a number of tuning motors or contactors used for controlling transmitter tuning or other switching functions. Use of various shunts and multipliers permits the metering of several circuits at the remote control point. Any failure of the system immediately removes all power from the transmitter.

The complete system is sold on an installed basis with all components guaranteed for one year. Price includes any necessary modification of the transmitter. Savings can pay for entire cost in as little as ten weeks.

TRANSMITTER UNIT
(Type RI-1081)

WRITE FOR DETAILED INFORMATION.

the rust industrial company, inc.

608 WILLOW STREET — MANCHESTER, N. H.

(TV) Dayton, promoted to salesman.

Carl Langewisch to KCOW Alliance, Neb., as salesman-announcer.

Warren C. Ashton appointed commercial manager, KEVT Kerrville, Tex. **Dick Hamilton,** WINS New York, to KEVT as sportscaster-announcer.

Harrison Q. Bauman promoted to commerical manager, WOTW Nashua, N. H.

Stanley D. Brown, owner of his own Hollywood advertising agency, to KTTV (TV) that city, as account executive handling industrial, financial and general accounts.

Walter Haase, general manager, WDRC-AM-FM Hartford, Conn., appointed radio-TV director of publicity for Holland Flood Relief drive in southern New England.

Sam G. Ross, assistant manager of CKWX Vancouver, elected chairman of advertising and sales bureau, Vancouver Board of Trade.

Donald W. Thornburgh, president and general manager, WCAU-AM-TV Philadelphia, named chairman of 1953 Easter Seal Campaign in that area.

Floyd Farr, vice president and general manager, KEEN San Jose, Calif., named chairman of public relations committee, Chamber of Commerce, that city. **George Snell,** station program manager, elected board director, San Jose Salvation Army. **Sam Beckwith,** KTIM San Rafael, Calif., to KEEN as announcer, **Montyne Martin** and **John Gardner** to station as traffic manager and account executive, respectively.

Harvey Husten appointed program director, WKDN Camden, N. J., replacing **Jerry Williams** who transfers to WIP Philadelphia. **Tom Fallon** added to WKDN announcing staff replacing **Harry Smith** who also moves to WIP.

James E. McKinney, program director, WSIX Nashville, Tenn., resigns to become executive director of Disciples of Christ Historical Society, Nashville.

Gerry Wells, announcer-disc jockey, WCBA Corning, N. Y., promoted to program director there.

Dick Campbell, announcer, KOTV (TV) Tulsa, promoted to local program director. **Phyllis Metcalfe** and **Hillis Bell Jr.** to station in sales service and production departments, respectively.

John Drew, program and farm director, WASL Annapolis, Md., to WPTX Lexington Park, Md., as program manager.

Bud Cockerton appointed resident manager, CHQC Quebec. **George MacDonald,** CFCF Montreal, to CHQC, as chief announcer.

Freddie Vigder, announcer, WISN Milwaukee, appointed director of recorded music, assisted by **Susan Weber,** continuity staff. **John R. Saxe,** program director, WBEV Beaver Dam, Wis., to WISN announcing staff.

Don Roberts, reporter, KHJ Hollywood *Mutual Newsreel*, to KLAC that city in similar capacity.

Grace Meehan, WHOM New York program department, to WWRL Woodside, L. I., as continuity writer. **Romulada Quici,** J. Walter Thompson Co.'s radio division, to WWRL's accounting department.

Norman Weinstock, Far East Network of Armed Forces Radio Service, Japan, to news desk of WHLI Hempstead, L. I.

Fred Harper and **Mark Olds,** producers, KYW Philadelphia, promoted to production manager and news and special events director, respectively.

Norm Geordan, WTHI Terre Haute, Ind., to WFMJ-AM-TV Youngstown, Ohio.

Burleigh R. Downey Jr., news director, WKAR Michigan State College, Lansing, elected executive secretary of Radio-Television News Directors Assn.

Mr. Downey

Tom Duffy to engineering staff, WICC Bridgeport, Conn.

Forrest H. Respess, continuity director and announcer, WXLW Indianapolis, resigns to enter professional training program, American Theatre Wing, N. Y.

Norman Gittleson, recently released from U. S. Navy, to WJAR-TV Providence, R. I., as head of merchandising and public relations.

Dan Davis, announcer, KGHL Billings, Mont., to KRJF Miles City, Mont., as salesman-announcer. **Don Kern,** chief announcer, KIGV Huron, S. D., to KRJF as librarian-copywriter. **Kurt Forslund,** disc jockey at latter station, inducted into U. S. Army.

Art Hives, announcer, CKFH Toronto, named program director of CKMO Vancouver.

Felipe Cantu to KIWW San Antonio, as head of sales and merchandising staff.

Jim Proctor, WHAS Louisville, to WIBC Indianapolis, Ind., as director of farm programs.

Conway Robinson, WBAL-AM-TV Baltimore agricultural director, appointed to resolutions committee of National Assn. of Radio Farm Directors.

Thomas B. Smith, accounting staff, KRON-TV San Francisco, adds duties of office manager.

Jack Little, traffic manager, KLAC Hollywood, to KFI Los Angeles, sales promotion department.

Networks

Pat McDermott, publicist for CBS-TV Hollywood, promoted to manager of press information.

Charles Von Fremd, producer for CBS Televi-

be..R-W.*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

THE RECORD PROVES IT!

RADIO'S TOP

• Audiences • Markets • Personalities

Time-Buyers in ever increasing numbers are recognizing—and clients are benefiting by—the success of Rahall Stations' Personality Selling Technique. Hitched to programs of music, news and sports geared to local tastes, the idea is paying off in top results for clients national and local.

WKAP
1000 W. ALLENTOWN, PA. 1320 KC.
Rates No. 1 (8:00 a.m.-8:00 p.m.) Pulse and Hooper in the Allentown-Bethlehem area. Independent.
Oggie Davies, Manager

WNAR
500 W. NORRISTOWN, PA. 1110 KC.
Clear Channel Independent station that covers Montgomery County and reaches Mrs. Housewife of the Greater Philadelphia Market.
John Banzhoff, Manager

WWNR
1000 W. BECKLEY, W. VA. 620 KC.
ONE-station coverage of West Virginia's rich coal region and industrialized area. MBS affiliate.
Dick Booth, Manager

JOE RAHALL, *President*
National Representatives
WKAP - WEED & CO.
WNAR & WWNR - WALKER & CO.

RAHALL STATIONS

sion news, named first White House correspondent exclusively for CBS-TV.

Norman Smith, sound effects department, Don Lee Broadcasting System, Hollywood, promoted to production supervisor.

George Klayer, account executive in network sales dept., CBS-TV New York, named western sales manager for network, effective last Monday, succeeding **George J. Arkedis,** who was promoted to sales manager of WBBM-TV Chicago, newly acquired by CBS [B•T, Feb. 16].

Mr. Klayer

Norman Siegel, West Coast managing director of Howard G. Mayer & Dale O'Brien, public relations firm, appointed director of publicity and exploitation for CBS-TV West Coast operations.

Arthur Phillips, radio comic writer, and **Austin Kalish,** song and fiction writer, to NBC Radio *Dean Martin and Jerry Lewis Show.* They succeed **Ed Simmons** and **Norman Lear,** who continue as writers for comics' NBC-TV *Colgate Comedy Hour* appearances.

Chet Lauck and **Norris Goff** return to ABC radio as co-stars on *Lum and Abner,* after two-year absence.

Jerome Lawrence and **Robert Lee,** writers on NBC radio *Railroad Hour* and Ziv TV's *The Unexpected* and *Favorite Story,* elected members of ASCAP, having composed 60 songs for the radio program.

Joe Stafford, singing star on CBS Radio *Jo Stafford Show,* named radio-TV chairman for fourth consecutive year by American Heart Assn.

Dawn Bender, who portrays Margaret on NBC radio *One Man's Family,* assigned role in Wayne-Fellows Productions feature film, "Island in the Sky."

Bob Greene, special events director, Mutual-Don Lee Network, and editor, West Coast portion of *Mutual Newsreel,* and Lois Fields were married Feb. 13.

Frank D. Tatum, 67, real estate developer and father of **Donn Tatum,** director of television, ABC Western Division, died Feb. 12 in Los Angeles of a heart ailment.

Representatives

Don Staley, southern California and Arizona district representative, Ziv TV Programs Inc., Hollywood, to Weed & Co., S. F., as manager.

John Stebbins, Bolling Co., Chicago, father of girl, Elizabeth.

Equipment

George Krygier appointed administrative engineer CBS-Columbia Inc., Brooklyn, N. Y.

Dwight W. Bloser chief engineer, Transcoil Corp., N. Y., elected vice president.

Myron T. Smith, sales engineering manager, General Radio Co., Cambridge, Mass., appointed sales manager there. **S. W. DeBlois** named firm's export manager.

W. H. Hazlett to New York sales staff, Altec Lansing Corp., Beverly Hills, Calif. **R. W. Amos** and **W. H. Johnson** to firm in same capacity in Dallas and Chicago, respectively.

Alfred Y. Bentley, chief engineer of cathode-ray tube div., Allen B. DuMont Labs. Inc., appointed chief engineer of firm's receiver division.

Edward S. Gagnon appointed broadcast sales engineer for eastern territory, Collins Radio Co., Cedar Rapids, Iowa.

Graeme W. Stewart appointed regional sales manager of radio-TV-electronic products div., Stewart-Warner Corp. He will headquarter in Cincinnati.

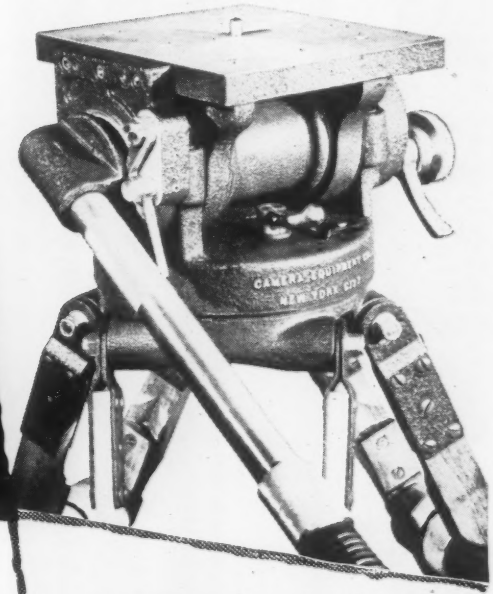
Roger V. Aiman appointed district sales manager in Michigan, northern Ohio, western Pennsylvania and western New York for Hallicrafters Co., Chicago.

Services

Claude Ramsey, manager, United Press Bureau, Texas lower Rio Grande Valley, to William Kostka & Assoc., Denver, public relations firm.

David Shawe, western manager, Air Force Assn., Hollywood, to Bob Wolcott & Assoc., L. A. public relations firm, as account executive.

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

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CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

. . . *Still Going*

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

PROGRAMS & PROMOTION

AGRICULTURE SERIES

ELEVEN of the nation's top agricultural authorities will be featured on series of five hour-long programs beginning today on WOW-TV Omaha. Show, called *TV Farm Short Course,* will offer farm audiences the opportunity of hearing practical talks by experts on new farming techniques that can be applied on the farm at the present time. Series was originated by Mal Hansen, station's farm service director.

WBMS LISTENERSHIP

MAIL coverage map highlights a promotion piece designed by WBMS Boston. Copy stresses that the station has the attractions that hold listeners. To back up that claim, pictures of leading station personalities are used in the promotion. Numbered among them is The Hon. James M. Curley, former governor of Massachusetts, who has a Sunday through Friday broadcast on WBMS.

KOA COVERAGE STORY

VIRTUES of KOA Denver and its coverage of the western market are told by Bob Hope, screen and radio-TV star, in a promotion piece recently released by the station. Mr. Hope, part owner of the outlet, claims "I think KOA's so good I put some of my hard-earned cash into it!" Coverage map of the station and statistics on the market it serves are included in the piece.

RADIO PROMOTES PREMIERE

PARAMOUNT Pictures has effected a deal with disc m.c.s Gene Norman, KLAC, and Ira Cook, KMPC, both Hollywood, whereby the m.c.s will present the Los Angeles premiere of the new feature film, " The Stars Are Singing," which stars recording artist Rosemary Clooney. Having run a daily contest based on "I'm glad Rosemary Clooney is now a movie star, because . . ." each disc m.c. has awarded 500 pairs of premiere tickets for tonight (Feb 23) to winning letter writers.

PARLIAMENTARY TELECAST

FIRST opening of a Canadian parliamentary session was filmed for telecast by Canadian Broadcasting Corp. on Feb. 12 at Toronto at opening of Ontario provincial legislature. Opening ceremonies, both outside and inside the Ontario legislature, were telecast on the *Newsmagazine* program on CBLT (TV) Toronto, on Feb. 15.

FOOTBALL COVERAGE FOLDER

PROMOTION piece of its 1952 football coverage of U. of Pennsylvania games is being mailed by WCAU Philadelphia to agencies and advertisers. The four-page folder shows an audience analysis breakdown, average quarter-hour ratings and total at-home listenership figures for all stations in Philadelphia, which carried the games. Station's schedule for 1953 broadcasts is also listed.

RELIGIOUS WORKSHOP

SOME 40 church leaders of east central Pennsylvania were briefed on problems and techniques of TV production at a religious television workshop conducted by WBRE-TV Wilkes-Barre on Feb. 4 in connection with The National Council of Churches of Christ and its local branch. The all-day session included talks by Franklin Coslett, WBRE-TV program manager, and council officials, and production of a sample program under the supervision of Robert Clement, WBRE-TV staff director.

SENATORIAL REPORT

WGN Inc. Chicago has made public service time available to Sens. Paul H. Douglas (D-Ill.) and Everett M. Dirksen (R-Ill.) for a weekly series of programs titled *Your Senators Report,* designed as a service for constituents. Program is aired each Saturday on WGN, 10-10:15 p.m. and WGN-TV 8-8:15 p.m. Reports are filmed for television and transcribed for radio in Washington, D. C., and will continue while Congress is in session. Senators share time on each program.

'ST. LOUIS STORY' HONORS

COPIES of KMOX's *St. Louis Story,* aired each Sunday at 12:30 p.m., have been requested by the Missouri Historical Society because of the "wealth of historical interest" contained in the program's scripts. Scripts in recent years have dealt with origin and history of various St. Louis industries, hospitals, colleges and service organizations. Series has been renewed by Boatmen's National Bank for another year.

LENTEN PROGRAMMING

LENT is being observed daily over WTIC Hartford, Conn., with a series of talks by representatives of the Catholic Church and Protestant faiths. *Lenten Messages* is being aired each day 12:25-30 p.m. and will continue through Good Friday, April 3.

AUDITIONS BEGIN AT WLW

CINCINNATI Summer Opera in cooperation with WLW Cincinnati has announced plans for the third annual "Aria Auditions" competition. Contest, which provides a contract to sing with the opera company, is open to singers between 18 and 28 who live in the WLW coverage area. Singers entering the competition will be featured on WLW broadcasts beginning March 21.

CHILDREN'S PANEL SHOW

PROGRAM series titled *Kid Critics* was resumed Feb. 7 on KOIN Portland, Ore. Weekly show, an extemporaneous panel discussion by children on the plot and characters in children's books, is designed to stimulate reading. Moderator on the show is Barbara Ewall, children's librarian at the Portland Public Library.

WSM'S MUSICAL INFLUENCE

TEAR-SHEETS of an article on Tin Pan Alley appearing in the February issue of *Esquire* magazine are being distributed by WSM Nashville. The station and its *Grand Ole Opry* program are mentioned in the article. Accompanying letter points out that the story is "evidence of further public recognition of the influence that WSM . . . has exerted upon the musical trends of this nation."

KATE SMITH PROMOTION

NEARLY 20,000 promotion kits for Kate Smith Week, beginning Feb. 26, have been mailed to chain and independent food stores throughout the country, according to NBC merchandising director Fred N. Dodge. Throughout the week Miss Smith will pay tribute to the grocers of America on the *Kate Smith Hour* on NBC-TV, Mon.-Fri., 4-5 p.m. EST.

CARE Gets Special Care from Radio-TV

ABILITY of radio and TV to evoke speedy and effective audience response to an appeal for help was demonstrated again this month when listeners and viewers contributed approximately $100,000 to victims of the flooded areas of England, Holland and Belgium.

Shortly after the floods occurred, the Advertising Council received an emergency request from CARE for broadcast appeals to the American public for funds for blankets, bedding, food, tools and knitting wool. The council passed this request along to the radio and TV networks on Feb. 6 (a Friday) and the following weekend hundreds of messages on behalf of CARE were presented to radio listeners and TV viewers.

By Feb. 13, just a week after the original request was made, CARE told the council that it had received more than enough money for blankets (the first vital need) and the council notified the networks that the emergency was over. Within the week, CARE had received more than $73,000 in cash, checks and money orders from the radio and TV public.

By the following Monday, (Feb. 16) the broadcast audience contribution total had reached $89,000, with CARE estimating that it would pass the $100,000 mark before the end of the week.

Most of the contributions were small ones, CARE reported, with accompanying letters expressing hope that the $1 to $5 enclosed would help swell the fund to the required total. One day's mail brought two checks for $20 each from the same man, leading CARE to assume that after he had mailed the first a subsequent broadcast appeal led him to send another.

Singled out for special thanks by CARE were Frank Edwards, AFL commentator on MBS, whose appeals were estimated as responsible for contributions totaling $6,000 to $7,000, and WABD (TV) New York, which not only gave scores of announcements to the CARE appeal, but displayed CARE posters on as many telecasts as possible and integrated special appeals into a number of local and network TV programs.

Canadians Prefer U. S. Radio Network Shows

CANADA

AMERICAN radio network shows and transcribed programs continue to lead in popularity in Canada, according to the January national ratings report of Elliott-Haynes Ltd., Toronto. The report, made up of 2,000 telephone surveys in 23 Canadian cities with populations of more than 10,000, shows 6 of the top 10 network shows are of American origination.

Leading are *Edgar Bergen Show*, rating 33.2; *Amos 'n' Andy*, 31.8; *Radio Theatre*, 30.1; *Our Miss Brooks*, 28.9; *Your Host*, 21 (Canadian); *Great Gildersleeve*, 20.8; *Ford Theatre*, 19.4 (Canadian); *Wayne & Shuster*, 18.8 (Canadian); *Suspense*, 18.5, and *NHL Hockey*, 18 (Canadian).

Leading transcribed shows were *Take A Chance*, 19.6 (Canadian); *I Was A Communist for the FBI*, 18.7, and *Fun Parade*, 18.4 (Canadian).

Leading daytime shows were *Ma Perkins*, 17.8; *Pepper Young's Family*, 17; *Road of Life*, 15.5; *Happy Gang*, 15.2 (Canadian), and *Right to Happiness*, 14.8.

French-language evening shows, all of Canadian origination, were led by *Un Homme et Son Peche*, 35.1; *Radio Carabin*, 34.2; *Chanson de l'Escadrille*, 27.1; *Metropole*, 26.2, and *Joue: Double*, 25.5. Daytime leading French-language shows were *Jeunesse Doree*, 31.9; *Rue Principale*, 30.4; *Les Joyeux Troubadours*, 29.3; *Je Vous ai Tant Aime*, 26.2, and *Vies de Femmes* 26.2.

Ottawa Gets Third TV Outlet

CANADA

SITE has been chosen for Canada's third TV station at Ottawa, which is expected to take the air in June. Ottawa City Council Feb. 13 approved a site just west of Island Park Dr. near Richmond Rd. in Ottawa's suburban Westboro district. It will take one year to build the entire station, but Canadian Broadcasting Corp. plans to have at least the transmitter room and tower ready for operation by June. Network shows only will be carried at first, with feeds by microwave link from Toronto and Montreal.

Philco Relay for Mexico

MEXICO

PHILCO Corp. will supply Mexico's department of communications and public works with a microwave radio relay communications system which will operate between that government's overseas radio receiving station as Escalera and the communications control center in Mexico City. The system, to be installed this year, will provide 35 simplex and 4 duplex voice channels, 12 simplex teletype channels and 4 wideband channels which can receive and transmit fax or radio programs.

That Spot Announcement Schedule will scamper like a March Hare all over Western Montana if you use

The Art Mosby Stations

CBS KGVO • KANA

Missoula 5kw Day & Nite

Anaconda Butte 250 Watts

MONTANA

THE TREASURE STATE OF THE 48

Reps: GILL, KEEFE & PERNA N.Y., Chi., La. & S.F.

PIKE & FISCHER

RADIO REGULATION

In a New Broadcast Edition

NOW AVAILABLE TO NEW SUBSCRIBERS

- All FCC Rules and Regulations affecting Radio and Television Broadcasting
- FCC Opinions
- Court Decisions
- Forms
- Communications Act of 1934, as amended, and Congressional Committee Reports
- Other relevant statutes

- *All materials analyzed and indexed for speedy reference to any point*

- Kept current by weekly releases

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NEA Group Asks Extension Of FCC Reservation Limit

EXTENSION of the FCC deadline for reservation of educational TV channels for three years was advocated by the Assn. for Supervision & Curriculum Development, a branch of National Education Assn., at the NEA's annual meeting Feb. 12. The present deadline is June 3.

Originally the ASCD resolution called for a 10-year extension of the deadline. Carl E. Smith, vice president of United Broadcasting Co., Cleveland (WHK Cleveland, WHKC Columbus), participating as a resource delegate, proposed the time be limited to one year but the three-year compromise prevailed.

Mr. Smith told ASCD delegates the resolution is not consistent in that it states on the one hand that TV channels are an important natural resource of all the people while it also requests that many educational channels be held stagnant for a minimum period of 10 years.

Offers Challenge

"Of all people," Mr. Smith asked, "why should educational people request the government for such favoritism? Do you not have the stamina to pick up and develop this valuable claim in TV that has been offered to you on a silver platter by the FCC?

"I feel that ASCD members can do the most good by returning home to build a favorable record on which FCC can give individual consideration. If you have an interest in educational TV for your community you should express this fact to FCC with an application for one of the reserved channels or if this is not possible it would be advisable for you to report your progress to FCC before June 3, 1953, and request a minimum extension of time in which to prepare your application."

"Hey, Joe, which station do you always use in Altoona?" "Why, naturally, Moe,

WVAM"

"It reaches *more* people in central Pennsylvania with *more* power (1000 watts, day and night) with *more* of radio's best shows—CBS.

"That's why *more* local and national sponsors are putting their sales messages on WVAM."

ARE YOU?

WVAM 1000 WATTS CBS
ALTOONA, PA.
WEED & Co. representatives

Rates Shows for Students

SELECTED radio and TV network shows recommended for student listening, covering the winter quarter, have been listed by the Federal Radio Education Committee. Prepared by Mrs. Gertrude G. Broderick, radio-TV specialist for the committee's office of education, the list rates shows for educational significance, instructional adaptability and program quality. TV shows were included for the second time in the quarterly report.

Tuttle Tells Educators Only 21 Bids for Channels

ONLY 21 educational institutions in the country have applied for television channels, Edward M. Tuttle, executive secretary of the National School Board Assn., said Feb. 14 in Atlantic City.

He reminded more than 1,000 delegates at the association's annual convention at Haddon Hall that the FCC had set June 2 as a deadline for applications for the 242 channels reserved for educators.

Mr. Tuttle said he was certain the channels would be held open beyond the deadline if communities could show "bona fide interest" in education-by-television. He added, however, that it would be futile to ask for a blanket extension.

Frank H. Trotter, retiring president of the association, explained that high costs are deterring many school boards which want to use TV.

A TV station costs $250,000 to $500,000 with operating expenses in excess of $150,000 yearly, Mr. Trotter said. The latter figure, he said, doesn't include "talent costs" since it is assumed educators would appear on educational programs without additional salary.

National TV News Seminar Set April 28 by RTNDA, Medill

FIRST National Television News Seminar, with how-to-do-it sessions for newsmen as well as station managers, will be co-sponsored by the Radio-Television News Directors Assn. and the Medill School of Journalism, Northwestern U., April 28-May 2.

The five-day practical session in television news costs and coverage will take place at the Orrington Hotel in Evanston, Ill., near the N. U. campus. Enrollment is limited to 40 persons in an effort to personalize the seminars, which will be handled by guest experts working in the field.

Subjects to be discussed include how to make TV news pay its way, costs of a video news operation, methods of presentation, station processing of news film and pros and cons of keeping a staff photographer.

Speakers will also give their views on writing, editing and producing techniques, cost breakdowns for sponsors, program building, use of news associations and program services and television as affected by law.

Registration fee is $50, payable to Baskett Mosse, radio-TV journalism chairman at N. U. He is planning the seminar with Tom Eaton, president of RTNDA, WTIC Hartford, and other members of the association.

Upcoming Events

Feb. 23-24: NCAA TV Committee meets on controlled football video plan details, Chicago.

Feb. 27-28: Third annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.

March 1-3: American Public Relations Assn. eighth annual conference, Mayflower Hotel, Washington.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 9-12: Canadian Assn. of Broadcasters annual convention, Mount Royal Hotel, Montreal.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters meet, Commodore Perry Hotel, Austin.

March 18-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

March 28: West Virginia Broadcasters Assn. annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: First national television news seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U's Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

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New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	..... Weed
WTVZ (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 2/23/53	NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 March	..... Branham ..
KGNC-TV Amarillo, Tex. (4)	10/9/52 March-April	..... Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 3/15/53	..... McGillvra
WRTV (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 Unknown	....
WPTV (TV) Ashland, Ky. (59)	8/14/52 May 1	....
WICA-TV Ashtabula, Ohio (15)	2/5/53 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson
Matta Entrprs., Atlantic City, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC, DuM Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 April-May	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 ‡1/31/53	..... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 ‡2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM .....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 May	....
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Weed
KVOS-TV Bellingham, Wash. (12)	1/23/53 April-June	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Unknown	....
KOOK-TV Billings, Mont. (2)	2/5/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Unknown	....
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLN-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KTVI (TV) Boise, Idaho (9)	1/15/53 Fall, 1953	..... Hollingbery
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	NBC Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 2/1/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
Conn. Bd. of Ed., Bridgeport, Conn. (*71)	1/29/53 Unknown	....
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52 Unknown	....
Buffalo - Niagara Television Corp., Buffalo, N. Y. (59)	12/23/52 Unknown	....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52 4/1/53	....
KOPR-TV Butte, Mont. (4)	1/15/53 Unknown	ABC Hollingbery
WCSC-TV Charleston, S. C. (5)	10/30/52 4/1/53	..... Free & Peters
WCHV-TV Charlottesville, Va. (64)	1/29/53 9/1/53	....
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52 Unknown	..... Pearson
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52 Unknown	....
KFBC-TV Cheyenne, Wyo. (5)	1/23/53 Unknown	....
WHFC-TV Chicago, Ill. (26)	1/8/52 Unknown	....
KFUO-TV Clayton, Mo. (30)	2/5/53 Unknown	....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52 ‡12/7/52	ABC, CBS DuM
KRDO-TV Colorado Springs, Col. (13)	11/20/52 April	..... McGillvra
KOMU-TV Columbia, Mo. (8)	1/15/53 July	....
WCOS-TV Columbia, S. C. (25)	9/18/52 March	..... Headley-Reed
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WNOK-TV Columbia, S. C. (67)	9/18/52 April	CBS, DuM Raymer
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
UHF TV Co., Dallas, Tex. (23)	1/15/53 Unknown	....
WDAN-TV Danville, Ill. (24)	12/10/52 Unknown	..... Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52 Unknown	....
WIFE (TV) Dayton, Ohio (22)	11/26/52 July	..... Headley-Reed
WTVP (TV) Decatur, Ill. (17)	11/20/52 July 1	CBS .....
KBTV (TV) Denver, Col. (9)	7/11/52 ‡10/2/52	CBS, ABC Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52 Spring 1953	....
KFEL-TV Denver, Col. (2)	7/11/52 ‡7/18/52	NBC, DuM Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52 Unknown	....
WFTV (TV) Duluth, Minn. (38)	10/24/52 3/1/53	....
WKAR-TV East Lansing, Mich. (60)	10/16/52 September	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Spring 1953	....
WTVE (TV) Elmira, N. Y. (24)	11/6/52 March	..... Forjoe
KEPO-TV El Paso, Tex. (13)	10/24/52 Early 1953	..... Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52 ‡12/14/52	CBS, DuM Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52 ‡1/4/53	NBC Hollingbery
W. G. Allen, Eugene, Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
WSEE-TV Fall River, Mass. (46)	9/14/52 May	....
WDAY-TV Fargo, N. D. (6)	1/15/53 Unknown	NBC Free & Peters
KACY (TV) Festus, Mo. (14)	12/31/52 7/1/53	....
WTAC-TV Flint, Mich. (16)	11/20/52 Unknown	....
WCTV (TV) Flint, Mich. (28)	7/11/52 Early 1953	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WFTL-TV Fort Lauderdale, Fla. 23)	7/31/52 4/1/53	..... Weed
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52 Late 1953	....
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/1/53	..... Pearson
WFMD-TV Frederick, Md. (62)	10/24/52 Unknown	....
KMJ-TV Fresno, Calif. (24)	9/18/52 5/1/53	..... Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52 April	....
KGUL-TV Galveston, Tex. (11)	11/20/52 3/1/53	CBS .....
KTVR (TV) Galveston, Tex. (41)	11/20/52 Unknown	....
KFBB-TV Great Falls, Mont. (5)	1/15/53 Unknown	CBS Weed
WBAY-TV Green Bay, Wis. (2)	11/13/52	..... Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52 Unknown	....
WGVL (TV) Greenville, S. C. (23)	1/23/53 Unknown	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
WVEC-TV Hampton, Va. (15)	2/5/53 8/1/53	..... Rambeau
WHP-TV Harrisburg, Pa. (55)	9/25/52 May	..... Bolling
WTPA (TV) Harrisburg, Pa. (71)	12/31/52 Unknown	....
Conn. Bd. of Ed., Hartford, Conn. (*24)	1/29/53 Unknown	....
WAZL-TV Hazleton Pa. (63)	12/18/52 Unknown	..... Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52 May 1	....
WHYN-TV Holyoke, Mass. (55)	7/11/52 Early 1953	CBS Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52 ‡12/1/52	CBS, ABC, NBC Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52 ‡11/22/52	DuM Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52 Unknown	....

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Location & Channel	Date Granted & Target for Start	Network Representative
KNUZ-TV Houston, Tex. (39)	1/8/53 July	..... Forjoe
Uhf TV Co., Houston, Tex. (23)	1/8/53 Unknown	....
KTVH (TV) Hutchinson, Kan. (12)	1/8/53 July-Aug. 1953	....
WHCU-TV Ithaca, N. Y. (20)	1/8/53 11/15/53	....
U. of N. Y., Ithaca, N. Y. (*14)	1/8/53 Unknown	....
WIBM-TV Jackson, Mich. (48)	11/20/52 Unknown	....
WJTV (TV) Jackson, Miss. (25)	9/11/52 ‡1/15/53	CBS, ABC, NBC, DuM Katz
WJHL-TV Johnson City, Tenn. (11)	1/29/53 9/1/53	..... Pearson
WJTN-TV Jamestown, N. Y. (58)	1/23/53 Unknown	....
WARD-TV Johnstown, Pa. (56)	11/20/52 Unknown	..... Weed
WKMI-TV Kalamazoo, Mich. (36)	11/26/52 Unknown	....
KCTY (TV) Kansas City, Mo. (25)	1/23/53 Unknown	....
WKNY-TV Kingston, N. Y. (66)	1/23/53 Unknown	..... Meeker
WFAM-TV Lafayette, Ind. (59)	12/23/52 5/1/53	..... Rambeau
KTAG (TV) Lake Charles, La. (25)	12/18/52 April-June	..... Adam Young
WONN-TV Lakeland, Fla. (16)	12/31/52 Unknown	....
WILS-TV Lansing, Mich. (54)	2/5/53 9/1/53	....
KSWO-TV Lawton, Okla. (7)	12/4/52 March 1	..... Taylor
WIMA-TV Lima, Ohio (35)	12/4/52 Unknown	..... Weed
WLOK-TV Lima, Ohio (73)	11/20/52 3/15/53	..... H-R Reps
KFOR-TV Lincoln, Neb. (10)	10/16/52 4/1/53	..... Petry
KOLN-TV Lincoln, Neb. (12)	10/2/52 ‡2/17/53	..... Weed
KRTV (TV) Little Rock, Ark. (17)	9/18/52 4/15/53	..... Pearson
KETV (TV) Little Rock, Ark. (23)	10/30/52 Unknown	....
E. Tex. TV Co., Longview, Tex. (32)	2/5/53 Unknown	....
KPIK (TV) Los Angeles (22)	12/10/52 9/1/53	....
KUSC-TV Los Angeles (*28)	8/28/52 Early March	....
WKLO-TV Louisville, Ky. (21)	11/26/53 Spring 1953	....
WLOU-TV Louisville, Ky. (41)	1/15/53 Unknown	....
KCBD-TV Lubbock, Tex. (11)	10/9/52 March-April	ABC, NBC Pearson
KDUB-TV Lubbock, Tex. (13)	10/9/52 ‡11/13/52	CBS, DuM Avery-Knodel
WLVA-TV Lynchburg, Va. (13)	11/13/52 ‡2/8/53	CBS, DuM Hollingbery
WWOD-TV Lynchburg, Va. (16)	11/6/52 Unknown	....

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Location & Channel	Date Granted & Target for Start	Network Representative
Macon TV Co., Macon, Ga. (47)	2/12/53 Unknown	....
WKOW-TV Madison, Wis. (27)	1/8/53 July	..... Headley-Reed
Bartell Television Corp., Madison, Wis. (33)	1/23/53 Unknown	....
KSAC-TV Manhattan, Kan. (*8)	7/24/53 Unknown	....
WMAC (TV) Massillon, Ohio (23)	9/4/52 4/1/53	....
WHBQ-TV Memphis, Tenn. (13)	1/29/53 8/1/53	....
WCOC-TV Meridian, Miss. (30)	12/23/52 Unknown	CBS .....
Permian Basin TV Co. Midland, Tex. (2)	2/11/53 Unknown	....
WCAN-TV Milwaukee, Wis. (25)	2/5/53 Unknown	....
KCJB-TV Minot, N. D. (13)	2/11/53 6/15/53	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Unknown	....
WALA-TV Mobile, Ala. (10)	11/26/52 ‡1/4/53	ABC, NBC Headley-Reed
WKAB-TV Mobile, Ala. (48)	8/7/52 ‡12/30/52	DuM, CBS Forjoe
KNOE-TV Monroe, La. (8)	12/4/52 4/1/53	..... H-R Reps
KFAZ (TV) Monroe, La. (43)	12/10/52 4/1/53	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 March	..... Taylor
WLBC-TV Muncie, Ind. (49)	10/30/52 3/8/53	CBS, DuM Walker-N.Y.; Holman-Cgo.
WTVM (TV) Muskegon, Mich. (35)	12/23/52 Unknown	....
WNAM-TV Neenah, Wis. (42)	12/23/52 Fall-1953	..... Clarke
WNBH-TV New Bedford, Mass. (28)	7/11/52 Unknown	..... Walker
WKNB-TV New Britain, Conn. (30)	7/11/52 ‡2/13/53	CBS, DuM Bolling
WTLV (TV) New Brunswick, N. J. (*19)	12/4/52 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 February	..... Meeker
WNLC-TV New London, Conn. (26)	12/31/52 8/1/53	....
WHYU-TV Newport News, Va. (33)	2/5/53 June	....
WGTV (TV) New York City (*25)	8/14/52 Unknown	....
Regional Television Corp., Northampton, Mass. (36)	1/23/53 Fall-1953	....
Conn. Bd. of Ed., Norwich, Conn. (*63)	1/29/53 Unknown	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 Unknown	....
WOSH-TV Oshkosh, Wis. (48)	11/26/52 4/15/53	....
W. Va. Entprs. Inc., Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WPFA (TV) Pensacola, Fla. (15)	11/13/52 June	..... Young
WEEK-TV Peoria, Ill. (43)	8/28/52 ‡2/1/53	NBC Headley-Reed
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
WIP-TV Philadelphia, Pa. (29)	11/26/52 Unknown	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 Unknown	..... Headley-Reed
WENS (TV) Pittsburgh, Pa. (16)	12/23/52 July-August	....
WKJF-TV Pittsburgh, Pa. (53)	1/8/53 Unknown	....
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	....
KPTV (TV) Portland, Ore. (27)	7/11/52 ‡9/19/52	NBC NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. (21)	11/26/52 Dec. 1953	....
KCSJ-TV Pueblo, Col. (5)	10/30/52 3/1/53	..... Avery-Knodel

Location & Channel	Date Granted & Target for Start	Network Representative
KDZA-TV Pueblo, Col. (3)	11/18/52 2/1/53	....
WETV (TV) Raleigh, N. C. (28)	10/16/52 3/1/53	CBS Avery-Knodel
KZTV (TV) Reno, Nev. (8)	12/23/52 March	....
WEEU-TV Reading, Pa. (33)	9/4/52 3/1/53	NBC Headley-Reed
WHUM-TV Reading, Pa. (61)	9/4/52 ‡2/17/53	CBS H-R Reps.
WROV-TV Roanoke, Va. (27)	9/18/52 2/23/53	ABC Burn-Smith
WSLS-TV Roanoke, Va. (10)	9/11/52 ‡12/11/52	NBC, CBS Avery-Knodel
KROC-TV Rochester, Minn. (10)	1/15/53 April	..... Meeker
WROH (TV) Rochester, N. Y. (*21)	7/24/52 Unknown	....
WTVO (TV) Rockford, Ill. (39)	9/11/52 April	NBC Weed
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed
KSWS-TV Roswell, N. M. (8)	1/29/53 Unknown	....
WKNX-TV Saginaw, Mich. (57)	10/2/52 March	..... Gill & Perna
WJON-TV St. Cloud, Minn. (7)	1/23/53 May-June	..... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 Spring	..... Headley-Reed
KSTM-TV St. Louis, Mo. (36)	1/15/53 April 15	....
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WSUN-TV St. Petersburg, Fla. (38)	10/9/52 5/1/53	..... Weed
L. A. Harvey, Salem, Ore. (24)	1/29/53 July	....
KICU (TV) Salinas, Calif. (28)	1/15/53 Unknown	....
KGKL-TV San Angelo, Tex. (3)	12/18/52 Unknown	..... Pearson
KTXL-TV San Angelo, Tex. (8)	11/26/52 Unknown	....
KITO-TV San Bernardino, Calif. (18)	11/6/52 Fall 1953	..... Hollingbery
WKAQ-TV San Juan, P. R. (2)	7/24/52 1954	..... Inter-American
WLEC-TV Sandusky, Ohio (42)	1/23/53 12/1/53	....
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52 May-June	ABC, DuM CBS, NBC Hollingbery
Greer & Greer, Santa Fe, N. M. (2)	1/23/53 Unknown	....
WGBI-TV Scranton, Pa. (22)	8/14/52 April	CBS Blair-TV Inc.
WTVU (TV) Scranton Pa. (73)	8/14/52 April 15	..... Bolling
KWTV (TV) Sioux City, Iowa (36)	10/30/52 Unknown	....
KVTV (TV) Sioux City (9)	11/20/52 3/29/53	CBS Katz
KELO-TV Sioux Falls S. D. (11)	11/20/52 3/1/53	..... Taylor
WSBT-TV South Bend, Ind. (34)	8/28/52 ‡12/22/52	NBC, CBS Raymer
KHQ-TV Spokane, Wash. (6)	7/11/52 ‡12/22/52	NBC, ABC Katz
KXLY-TV Spokane, Wash. (4)	7/11/52 ‡1/20/53	CBS, DuM Walker, Pac. NW Bcstrs
WWLP (TV) Springfield, Mass. (61)	7/11/52 February	..... Hollingbery
KTTS-TV Springfield, Mo. (10)	10/9/52 March	CBS, DuM Weed

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Gill-Perna, Inc.

Location & Channel	Date Granted & Target for Start	Network Representative
KYTV (TV) Springfield, Mo. (3)	1/8/53 July	....
KTVU (TV) Stockton, Calif. (36)	1/8/53 September	..... Hollingbery
WHTV (TV) Syracuse, N. Y. (*43)	9/18/52 Unknown	....
KMO-TV Tacoma, Wash. (13)	12/10/52 5/1/53	..... Branham
KTNT-TV Tacoma, Wash. (11)	12/10/52 3/1/53	CBS Weed
KTEM-TV Temple, Tex. (6)	1/29/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCNA-TV Tucson, Ariz. (9)	12/18/52 Unknown	....
KOPO-TV Tucson, Ariz. (13)	11/13/52 ‡2/1/53	....
KVOA-TV Tucson, Ariz. (4)	11/13/52 2/1/53	NBC Raymer
J. A. Newborn Jr., Tyler, Tex. (19)	1/29/53 Unknown	....
KANG-TV Waco, Tex. (34)	11/13/52 6/1/53	....
WHHH-TV Warren, Ohio (67)	11/6/52 Unknown	....
WATR-TV Waterbury, Conn. (53)	10/3^/52 5/1/53	..... Rambeau
WWNY-TV Watertown, N. Y. (48)	12/23/52 Unknown	..... Weed
WIRK-TV West Palm Beach, Fla. (21)	12/18/52 Unknown	....
Polan Indstrs., Wheeling, W. Va. (51)	2/11/53 October	....
KFDX-TV Wichita Falls, Tex. (3)	12/18/52 3/18/53	....
KTVW (TV) Wichita Falls, Tex. (22)	11/6/52 April	....
KWFT-TV Wichita Falls, Tex. (6)	1/23/53 3/1/53	CBS Blair-TV
WBRE-TV Wilkes-Barre, Pa. (28)	10/2/52 ‡1/1/53	NBC Headley-Reed
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 2/1/53	ABC-DuM Avery-Knodel
WRAK-TV Williamsport, Pa. (36)	11/13/52 Unknown	....
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 Unknown	....
KIMA-TV Yakima, Wash. (29)	12/4/52 March	..... Weed
KIT-TV Yakima, Wash. (23)	12/4/52 August	....
WNOW-TV York, Pa. (49)	7/11/52 4/1/53	DuM Hollingbery
WSBA-TV York, Pa. (43)	7/11/52 ‡12/22/53	ABC Radio-TV Reps.
WFMJ-TV Youngstown, Ohio (73)	7/11/52 2/18/53	NBC Headley-Reed
WKBN-TV Youngstown, Ohio (27)	7/11/52 ‡1/11/53	CBS, DuM ABC Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52 Unknown	....
WHIZ-TV Zanesville, Ohio (50)	12/10/52 4/1/53	..... Pearson

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KFRO *"Voice of Longview"* — **TEXAS**

ACTIONS OF THE FCC

February 12 through February 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Jan. 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,379	573	98
CPs on air	20	39	39
Total on air	2,399	612	137
CPs not on air	130	15	177
Total authorized	2,529	627	314
Applications in hearing	161	5	66
New station requests	246	12	791
Facilities change requests	194	39	28
Total applications pending	870	183	877
Licenses deleted in Jan.	1	5	0
CPs deleted in Jan.	1	0	0

*Does not include noncommercial educational FM and TV stations.

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AM and FM summary through February 18

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,380	172	259	165
FM	614	575	55	10	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	72	161	233
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	124	12	136

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	708	328	578	457	1,036 [1]
Educational	19		5	14	19
Total	727	328	583	471	1,055 [2]

[1] One applicant did not specify channel.
[2] Includes 247 already granted.

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Processing on city priority Gr. A-2 line has extended to city No. 263.
Processing on city priority Gr. B line has extended to city No. 194.

New TV Stations . . .

MESA, Ariz.—Harkins Bestg. Inc. (KTYL). General Manager **Alfred Lowe**, general manager visual, 13.5 kw aural; antenna height above average terrain 400 ft., above ground 400 ft. Engineering condition. Estimated construction cost $326,826, first year operating cost $100,000, revenue $135,000. Post office address Box 885, Mesa, Ariz. Studio and transmitter location 1 mi. west of Mesa city limits on south side of U. S. 80, at site of KTYL (AM). Geographic coordinates 33° 24' 48" N. Lat., 111° 52' 35" W. Long. Transmitter DuMont. Principals include President **Harry L. Nace Jr.**, Vice President **Harry L. Nace** (53.72%), Secretary **Dwight Harkins** (35.86%) and Treasurer **Lorenzo K. Lisonbee** (10.42%). Applicant also is licensee of KCLF Clifton, Ariz. File No.: BPCT-1409. City priority status: Gr. B-3, No. 178. Granted Feb. 18.

MACON, Ga.—Macon Television Co. (WBML and WNEX). Granted uhf Ch. 47 (668-674 mc); ERP 100 kw visual, 55 kw aural; antenna height above average terrain 500 ft., above ground 437 ft. Engineering condition. Estimated construction cost $255,300, first year operating cost $240,000, revenue $300,000. Post Office address 230 Second St., Macon Ga. Studio and transmitter location 230 Second St. Geographic coordinates 32° 49' 03" N. Lat. 83° 59' 53" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Emmett McKenzie**, ⅓ owner and vice president of WBML-AM-FM Macon and former ¼ owner of WRDW Augusta; Vice President **Edward M. Lowe**, president and 51% owner of WNEX-AM-FM Macon; Vice President **Payton Anderson**, vice president of WNEX; Vice President **Ernest Black**, president and ⅓ owner of WBML; Vice President and General Manager **Alfred Lowe**, general manager, vice president and 21% owner of WNEX, and Secretary-Treasurer **Ellsworth Hall Jr.**, secretary-treasurer and 12% owner of WNEX. Equal (45%) stockholders in applicant are WBML and WNEX Macon. Remaining 10% held by Vice President **W. A. Fickling**, real estate man. File No.: BPCT-1247 as amended. City priority status: Gr. A-2, No. 54. Granted Feb. 12.

Now! From Diamond to Radio

A BIG LEAGUE SHOW!

Phil Rizzuto's Sports Caravan

a sparkling 15 minute transcribed radio series

About Phil. Everyone knows him . . . 12 years with the world champion Yankees.

About the Show. A fast-moving 52 quarter-hour sports program for twice-weekly broadcast. 26 weeks beginning mid-April through September, including a free-upon-request separate disc on which Phil will transcribe 5-second personalized lead-ins to commercials.

Production. Each transcription is double-faced, with 2 complete 15-minute shows, open-end for 1-minute commercials: open—middle—close.

Cost. Priced at incredibly low "quick-sale" rates.

For Details . . . Rates or Audition Discs Write, Wire or Phone

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15 West 47th St., New York 36, N. Y.
Phone: Plaza 7-0695
In Hollywood — BOB REICHENBACH
6533 Hollywood Blvd., Hollywood 28, Calif.
Hollywood 9-4580

WICHITA, Kan.—The C. W. C. Co. Granted uhf Ch. 16 (482-488 mc); ERP 200 kw visual, 105 kw aural; antenna height above average terrain 960 ft., above ground 642 ft. Engineering condition. Estimated construction cost $379,245, first year operating cost $180,000, revenue $120,000. Post office address 1806 Baltimore Ave., Kansas City 8, Mo. Studio and transmitter location 1701 E. 61st St., Wichita, Kans. Geographic coordinates 37° 47' 40" N. Lat., 97° 18' 55" W. Long. Transmitter GE, antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Principals include President **Stanley H. Durwood** (100%), theatre operator in Kansas and Missouri, and Vice President **Henry S. Ungerleider**, 50% owner of Ungerleider & McGhan, theatre ticket equipment company. File No.: BPCT-1412. City priority status: Gr. A-2, No. 6. Granted Feb. 18.

NEW ORLEANS, La. — Supreme Bestg. Co. (WJMR). Granted uhf Ch. 61; ERP 200 kw visual, 100 kw aural; antenna height above average terrain 410 ft., above ground 416 ft. Engineering condition. Estimated construction cost $198,200, first year operating cost $160,000, revenue $140,000. Post office address 1500 Canal St., New Orleans, La. Studio and transmitter location 1500 Canal St. in Jung Hotel. Geographic coordinates 29° 57' 35" N. Lat., 90° 04' 30" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer George A. Mayoral, Syracuse, N. Y. Principals include President **Chester F. Owens** (96%), Vice President **Mrs. Chester F. Owens** (2%) and Secretary-Treasurer **Robert E. Jeffers** (2%). File No.: BPCT-1447. City priority status: Gr. B-4, No. 184. Granted Feb. 18.

NORTH ADAMS, Mass.—Greylock Bestg. Co. Granted uhf Ch. 74; ERP 1 kw visual, 0.5 kw aural; antenna height above average terrain 620 ft., above ground 193 ft. Engineering condition. Estimated construction cost $163,000, first year operating cost $160,000, revenue $170,000. Post office address 8 Bank Row, Pittsfield, Mass. Studio location to be determined. Transmitter location Mohawk Trail nr. Strykers Rd., 2.45 mi. E. of No. Adams. Geographic coordinates 42° 41' 44" N. Lat., 73° 03' 49" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer James C. McNary, Washington. Principals include President and Assistant Treasurer **Leon Podolsky** (51%), president of WBRK Pittsfield, Mass., and vice president and 1/3 owner of capital stock of Sun Printing Corp., Pittsfield, and Vice President **Gardner S. Morse** (49%), president of Berkshire County Savings Bank, Pittsfield, Mass. File No.: BPCT-1259. City priority status: Gr. A-2, No. 240. Granted Feb. 18.

LANSING, Mich.—Lansing Bestg. Co. (WILS). Granted uhf Ch. 54 (710-716 mc); ERP 25.5 kw visual, 13 kw aural; antenna height above average terrain 370 ft., above ground 390 ft. Estimated construction cost $105,254, first year operating cost $280,000, revenue $300,000. Post Office address 407-11 North Washington St., Lansing 30, Mich. Studio and transmitter location Olds Tower Bldg., Capitol Ave. and Allegan St. Geographic coordinates 42° 43' 57" N. Lat., 84° 33' 15" W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **W. A. Pomeroy** (26.92%), Vice President **O. D. Campbell** (4.25%), Vice President **Edwin L. Byrd** (17.1%), Secretary-Treasurer **John C. Pomeroy** (26.92%), **Miriam Byrd** (17.1%), **Laura E. Campbell** (4.25%), **Bessie M. Pomeroy** (18.8%) and six other minority stockholders. File No.: BPCT-1415. City priority status: Gr. B-2, No. 147. Granted Feb. 5.

GULFPORT, Miss. — WGCM Television Corp. (WGCM). Granted uhf Ch. 56 (722-728 mc); ERP 21.5 kw visual, 11.5 kw aural; antenna height above average terrain 300 ft., above ground 315 ft. Engineering condition. Estimated construction cost $161,091, first year operating cost $85,000, revenue $95,000. Post Office address Hewes-Martin Bldg., Gulfport, Miss. Studio and transmitter location Arlington Heights at site of WGCM (AM). Geographic coordinates 30° 22' 28" N. Lat., 89° 04' 45" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgenson, Washington. Consulting enginer A. D. Ring & Assoc., Washington. Principals include President **Hugh O. Jones** (55.3%), owner of WGCM-AM-FM; Vice President **Joseph S. Perusse** (11.6%), owner of Northrop's Department Store, Gulfport, and 15 others with minority interest or no interest. File No.: BPCT-1529. City priority status: Gr. A-2, No. 226. Granted Feb. 11.

CLAYTON, MO. — The Luthern Church — Missouri Synod (KFUO). Granted uhf Ch. 30 (566-572 mc); ERP 175 kw visual, 91 kw aural; antenna height above average terrain 580 ft., above ground 536 ft. Engineering condition. Estimated construction cost $590,158, first year operating cost $421,219; station to be non-commercial. Post Office address: 210 North Broadway, St. Louis, Mo. Studio and transmitter location: 801 DeMun Ave. Geographic coordinates: 38° 38" 14' N. Lat., 90° 18' 48" W. Long. Transmitter GE, antenna GE. Legal counsel Cummings, Stanley, Truitt & Cross, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Rev. J. W. Behnken,** D.D., First Vice President **Rev. H. Herms,** D.D., Second Vice President **Rev. F. A. Hertwig,** D.D., and Third Vice President **Rev. Walter F. Lichtsinn,** D.D. File No.: BPCT-404. City priority status: Gr. B-4, No. 179. Granted Feb. 5.

HANNIBAL, Mo. — Courier-Post Pub. Co. (KHMO). Granted vhf Ch. 7 (174-180 mc); ERP 10.5 kw visual, 5.4 kw aural; antenna height above average terrain 500 ft., above ground 537 ft. Engineering condition. Estimated construction cost $206,218, first year operating cost $84,000, revenue unknown. Post office address 102½ S. Main St., Hannibal. Studio and transmitter location N. of intersection of US Hwy. 61 and Mark Twain Ave. on Hannibal-La Grange college tract. Geographic coordinates 39° 43' 56" N. Lat., 91° 23' 32" W. Long. Transmitter RCA, antenna RCA. Legal counsel Eliot C. Lovett, Esq., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **P. D. Adler** (0.9%), Secretary-Treasurer **E. L. Sparks** (13.75%), Vice President **J. G. Jeffries** (3.82%), **Laura Lee** (41.8%), **Mrs. J. F. Powell** (9.32%), **E. P. Adler Estate** (9.86%, stock voted by Philip D. Adler), **Charles R. Munson** (5.4%). File No.: BPCT-760. City priority status: Gr. A-2, No. 250. Granted Feb. 18.

ST. LOUIS, Mo.—Missouri Bestg. Corp. (WIL). Granted uhf Ch. 42 (638-644 mc); ERP 79 kw visual, 46 kw aural; antenna height above average terrain 490 ft., above ground 542 ft. Estimated construction cost $312,051, first year operating cost $500,000, revenue $600,000. Post Office address Chase Hotel, St. Louis 8, Mo. Studio and transmitter location 520 De Baliviere Ave. Geographic coordinates 38° 39' 06" N. Lat., 90° 17' 02" W. Long. Transmitter DuMont, antenna RCA. Legal counsel John W. Giesecke, St. Louis. Consulting engineer Commercial Radio Equipment Co., Washington. President and sole owner of applicant is **Lester A. Benson** (100%), also 90% owner of Blue Ridge Realty & Investment Co. (operation and ownership of real estate), St. Louis. File No.: BPCT-1444. City priority status: Gr. B-4, No. 179. Granted Feb. 12.

BILLINGS, Mont. — The Montana Network (KOOK). Granted vhf Ch. 2 (54-60 mc); ERP 17.5 kw visual, 8.8 kw aural; antenna height above average terrain 440 ft., above ground 124 ft. Estimated construction cost $113,485, first year operating cost $105,050, revenue $137,000. Post office address: 7002 South Billings Blvd., Billings, Mont. Studio and transmitter location 2 mi. ESE of downtown Billings on Cobern Road. Geographic coordinates 45° 46' 18" N. Lat., 108° 28' 00" W. Long. Transmitter composite, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **C. L. Crist** (46.8%), Vice President **J. Carter Johnson** (42.9%). Consulting engineer and Secretary-Treasurer **Melvin N. Hoinoss** (2.5%). File No.: BPCT-1486. City priority status: Gr. A-2, No. 152. Granted: Feb. 5.

WINSTON - SALEM, N. C.—Winston - Salem Bestg. Co. (WTOB). Granted uhf Ch. 26 (542-548 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 360 ft., above ground 344 ft. Engineering condition. Estimated construction cost $245,016, first year operating cost $190,000, revenue $205,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio and transmitter location on North Carolina Route 150, 6.5 miles east of Winston-Salem. Geographic coordinates 36° 05' 54" N. Lat., 80° 07' 23" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **James W. Coan (7.5%),** president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert W. Brawley** (5%), attorney and 20% stockholder of WTOB; Secretary-Treasurer **John G. Johnson** (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), attorney and 20% stockholder of WTOB; **Earl F. Slick** (25%), oil producer; **Albert Butler** (18.75%), president and 25% owner of Arista Mills (textiles); **Jonas S. Rice** (12.5%), president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and **Thomas B. Rice** (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Applicant also seeks new TV stations in Durham, N. C. and Richmond, Va. File No.: BPCT-1497. City priority status: Gr. B-3, No. 175. Granted **Feb. 5.**

ASHTABULA, Ohio — WICA Inc. (WICA). Granted uhf Ch. 15 (476-482 mc); ERP 19 kw visual, 10 kw aural; antenna height above average terrain 330 ft., above ground 345 ft. Estimated construction cost $138,050, first year operating cost and revenue not given. Post Office address 221 Center St., Ashtabula. Studio and transmitter location Rt. 46, 3½ mi. South of Ashtabula. Geographic coordinates 41° 48' 45" N. Lat., 80° 47' 15" W. Long. Transmitter and antenna RCA. Legal counsel John A. Colin, Ashtabula. Consulting engineer George F. Gautney, Washington. Principals include President-Treasurer **D. C. Rowley** (50%), Vice President **John A. Colin** and Secretary **W. T. Webb. Olive D. Rowley** is trustee for 50% of voting stock. File No.: BPCT-685. City priority status: Gr. A-2, No. 214. Granted Feb. 5.

COLUMBIA, S. C.—WIS-TV Corp. Granted vhf Ch. 10 (192-198 mc); ERP 265 kw visual, 160 kw aural; antenna height above average terrain 630 ft., above ground 580 ft. Engineering condition and subject to the condition that A. R. Heyward II, Paul A. Cooper, Thomas B. Boyle, Joseph L. Nettle, Frank B. Gary, E. Greenville Seibels II, and/or John C. Cosby divest themselves of all their respective interests in Marseco Bestg. Corp., which operates AM station WMSC at Columbia, prior to the issuance of the construction permit. Estimated construction cost $602,136, first year operating cost $300,000, revenue $250,000. Post Office address 1111 Bull St., Columbia, S. C. Studio and antenna location Gervais and Bull Sts. Geographic coordinates 34° 00' 06" N. Lat., 81° 01' 44" W. Long. Transmitter RCA, antenna Federal. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include **The Broadcasting Company of the South** (80.9%), licensee WIS-AM-FM Columbia, S. C., WSPA-AM-FM Spartanburg, S. C., and WIST-AM-FM, Charlotte, N. C.; applicant for vhf Ch. 9 in Charlotte, N. C., and vhf Ch. 7 in Spartanburg, S. C.; President **G. Richard Shafto,** president and director, The Broadcasting Co. of the South, general manager WIS Columbia, S. C.; Vice President **B. Calhoun Hipp,** president of The Broadcasting Co. of the South; Vice President **Herman N. Hipp,** vice president of The Broadcasting Co. of the South; Secretary **R. R. Scales Jr.,** secretary of The Broadcasting Co. of the South. Group withdrawing from WMSC Columbia holds 14.5% of WIS-TV Corp. These include A. R. Heywood II, Thomas B. Boyle, Paul A. Cooper, Joseph L. Nettles, Frank B. Gary and E. Grenville Seibels II. File No.: BPCT-1560. City priority status: Gr. A-2, No. 37. Granted Feb. 12.

DALLAS, Tex.—Trinity Bestg. Corp. (KLIF). Granted uhf Ch. 29 (560-566 mc); ERP 50 kw

It's Happening in NEW HAVEN

ON WNHC

A burned-out shop, with no merchandise to sell, continues to advertise with six quarter-hours per week on W N H C. Wylie's-On-The-Green, Jewelers, were gutted by fire. But their selling campaign continues to hold old and win new customers.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

visual, 25 kw aural; antenna height above average terrain 490 ft., above ground 539 ft. Estimated construction cost $338,700, first year operating cost $275,000, revenue $275,000. Post Office address 2104 Jackson St., Dallas. Studio and transmitter location 2004 Jackson St., 1 mi. east of KRLD-TV tower. Geographic coordinates 32° 46' 56" N. Lat., 96° 47' 16" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Barton R. McLendon** (50%), 20% owner of Tri-State Theatres (motion picture exhibition), Dallas, and Vice President **Gordon B. McLendon** (49%), 20% owner of Tri-State Theatres. Applicant also is licensee of KELP El Paso, Tex., and KLBS Houston, Tex. File No.: BPCT-1388. City priority status: Gr. B-2, No. 155. Granted Feb. 12.

LONGVIEW, Tex.—East Texas Television Co. Granted uhf Ch. 32 (578-584 mc); ERP 20 kw visual, 11 kw aural; antenna height above average terrain 290 ft., above ground 340 ft. Estimated construction cost $178,873, first year operating cost $163,500, revenue $180,000. Post Office address: Route 3, Longview, Tex. Studio location: 6 mi. SW of Longview on State Highway 26. Transmitter location: Same as studio. Geographic coordinates: 32° 26' 37" N. Lat., 94° 49' 5.5" W. Long. Transmitter GE, antenna RCA. Legal counsel: Ross K. Prescott, Dallas, Tex. Consulting engineer: Guy C. Hutcheson, Arlington, Tex. Principals include **Arlington James Henry** (sole owner), owner of Henry's appliance store. File No.: BPCT-607. City priority status: Gr. A-2, No. 210. Granted Feb. 5.

McALLEN, Tex.—Texas State Network Inc. (KRIO). Granted uhf Ch. 20 (506-512 mc); ERP 86 kw visual, 49 kw aural; antenna height above average terrain 500 ft., above ground 527 ft. Engineering condition. Estimated construction cost $297,204, first year operating cost $180,000, revenue $180,000. Post office address 1201 W. Lancaster Ave., Fort Worth, Tex. Studio and transmitter location on U. S. Highway 281, 1.5 mi. North of city limits of Pharr, Tex. Geographic coordinates 26° 13' 39" N. Lat., 98° 10' 36" W. Long. Transmitter Dumont, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Gene L. Cagle** (34%), Vice President **R. K. Hanger** and **Sid W. Richardson** (62%). File No.: BPCT-1274. City priority status: Gr. A-2, No. 263. Granted Feb. 18.

TEXARKANA, Tex.—KCMC Inc. (KCMC). Granted vhf Ch. 6; ERP 18.5 visual, 9.4 aural; antenna height above average terrain 400 ft., above ground 399 ft. Estimated construction cost $264,130, first year operating cost $240,000, revenue $92,000. Post office address 37 Pine St., Texarkana. Studio and transmitter location: Summerhill Road 0.1 mi. S. of Texarkana. Geographic coordinates 33° 26' 56" N. Lat., 94° 04' 04" W. Long. Transmitter and antenna GE. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **C. E. Palmer** (37%) Vice President **W. E. Hussman** (45%), Vice President **Mrs. C. E. Palmer** (5%) and Secretary-Treasurer **J. Q. Mahaffey** (5%). File No. BPCT-714. City priority status: Gr. A-2, No. 208. Granted Feb. 5.

HAMPTON, Va. — Peninsula Bcstg. Corp. (WVEC). Granted uhf Ch. 15, ERP 220 kw visual, 110 kw aural; antenna height above average terrain 480 ft., above ground 500 ft. Estimated construction cost $331,454, first year operating cost $273,714, revenue $253,887. Post Office address: P. O. Box 481, Hampton, Va. Studio and transmitter location on Hwy. 168, 1 mi. E. of Hwy. 239. Geographic coordinates 37° 02' 20", N. Lat., 76° 18' 30" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President **Thomas P. Chrisman** (28%), Vice President **Harrol A. Brauer Jr.** (15%), Vice President **James E. Swafford** (28%), and Secretary-Treasurer **Julian W. W. Chisman** (28%). File No.: BPCT-1475. City priority status: Gr. B-4, No. 189. Granted Feb. 5.

WHEELING, W. Va.—Polan Industries. Granted vhf Ch. 51 (692-698 mc); ERP 24 kw visual, 13.5 kw aural; antenna height 170 ft. Estimated construction cost $224,500, first year operating cost $200,000, revenue $200,000. Post Office address 521 8th St., Huntington, W. Va. Studio and antenna location Palo Alto St. between 9th and 10th Sts., Wheeling. Geographic coordinates 40° 04' 16" N. Lat., 80° 43' 13" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring and Co., Washington. Principals include general partners **Albert S. Polan** (20%), **E. G. Polan** (20%), **Lincoln M. Polan** (20%), **Dr. Charles M. Polan**, M.D. (20%) and **Lake Polan Jr.** (20%). File No.: BPCT-1048. City priority status: Gr. A-2, No. 31. Granted Feb. 11.

NEWPORT NEWS, Va.—Eastern Bcstg. Corp. (WHYU). Granted uhf Ch. 33 (584-590 mc); ERP 20.5 kw visual, 11 kw aural; antenna height above average terrain 310 ft., above ground 319 ft. Estimated construction cost $152,050, first year operating cost $130,000, revenue $170,000. Post Office address: 114 24th St., Newport News, Va. Studio and transmitter location: 114 24th St. Geographic coordinates: 36° 58' 36" N. Lat., 76° 25' 54" W. Long. Transmitter RCA, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer George P. Adair, Washington. Principals include President **John Doley** (23%), Vice President **Stuart A. Smith** (16%), Assistant Secretary **Ralph T. Baker** (2%), Assistant Treasurer **Margaret S. Doley** (23%), **C. Archer Smith** (27%), Secretary **Frederick F. Clair, Charles K. Hutchens Sr.** (4.5%) and **L. C. Purdey** (4.5%). File No.: BPCT-889. City priority status: Gr. B-4, No. 189. Granted Feb. 5.

MILWAUKEE, Wis. — Midwest Bcstg. Co. (WCAN). Granted uhf Ch. 25 (536-542 mc); ERP 105 kw visual, 56 kw aural; antenna height above average terrain 478 ft., above ground 420 ft. Engineering conditions. Estimated construction cost $475,433, first year operating cost $453,280, revenue $705,000. Post Office address 723 North Third St., Milwaukee, Wis. Studio location 723 North Third St. Transmitter location 11800 West Grange Ave., at site of WCAN (AM). Geographic coordinates 42° 56' 44" N. Lat., 88° 03' 33" W. Long. Transmitter and antenna RCA. Legal counsel Phillip Baker, Washington. Consulting engineer Russell P. May, Washington. Principals include partners **Lou Poller** (⅓), owner of WPWA Chester, Pa., president and 51% owner of WARL-AM-FM Arlington, Va., and president and 27.1% owner of WCAN; **Cy Blumenthal** (⅓), sales manager, treasurer and 39% owner of WARL, and vice president and 27.1% owner of WCAN, and **Alex Rosenman** (⅓), secretary-treasurer and 27.1% owner of WCAN. File No.: BPCT-1547. City priority status: Gr. B-4, No. 182. Granted Feb. 5.

Other TV Action

Odenton, Annapolis area, Md.—Montgomery County Bcstg. Co. Is being advised that application (BPCT-1355) for a new TV station to operate on Ch. 14 involves engineering questions which indicate the necessity of a hearing.

CORRECTION

Madison, Wis. — Bartell Television Corp. (WOKY Milwaukee and WMFM (FM) Madison). Granted uhf Ch. 33 (584-590 mc); ERP 16.5 kw visual, 9.3 kw aural; antenna height above average terrain 430 ft., above ground 490 ft. Engineering condition. Vice President **Earl W. Fessler** (16.6%), is licensee of **WMFM (FM)** Madison. (Grant published in B•T, Feb. 2, identified WMFM incorrectly as WHFM [FM] which is in Rochester, N. Y., and in no way connected with Bartell Television Corp.) (BPCT-1484.) City priority status: Gr. A-2, No. 30. Granted Jan. 23.

Passed-Over TV Applications

FOLLOWING is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite uncontested TV applications

GROUP A

Location	Ch.	Applicant	File No. (BPCT)
Austin, Minn.	6	Cedar Valley Bcstg. Co.	841
		So. Central Minn TV Co.	1531
Florence, S. C.	8	Pee Dee TV Corp.	1339
		Jefferson Standard Bcstg. Co.	1341

GROUP B

Location	Ch.	Applicants	File No. (BPCT)
San Diego, Calif.	10	Airfan Radio Corp.	313
		Charles E. Salik	555
		T. B. C. TV Inc.	Tend.
Rochester, N. Y.	10	Veterans Bcstg. Co.	833
		WHEC Inc. (Brighton, N. Y.)	326
	15	Meredith Engineering Co.	439
		WARC Inc.	337
	27	Schine Chain Theatres Inc.	1387
		Rochester Bcstg. Co.	Tend.
Toledo, Ohio	11	Toledo Blade Co.	262
		Community Bcstg. Co.	590
		Unity Corp. Inc.	Tend.
		Crosley Bcstg. Corp.	Tend.
Miami, Fla.	7	Biscayne TV Corp.	1453
		Foster & Hoersch	Tend.
		Jack C. Stein	Tend.
		E. Coast TV Corp.	Tend.
	10	Storer Bcstg. Co.	228
		WKAT Inc. (Miami Beach)	399
		David Haber (Miami Beach)	Tend.
	27	Robt. W. Rounsaville (Miami Beach)	Tend.
		Sun Coast Bcstg. Corp.	1390
	33	TV Corp. of Greater Miami	1506
		Miami Biscayne TV Corp.	Tend.
Oklahoma City, Okla.	9	KOMA Inc.	539
		Okla. TV Corp.	768
Allentown, Pa.	39	B. Byran Musselman, et al	958
		Queen City Television Co.	1001
Allentown, Pa.	67	Penn-Allen Bcstg. Co.	486
		Allentown Television Corp.	1008

New Applications

Phoenix, Ariz.—Arizona Television Co., vhf Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1224 ft., above ground 125 ft. Estimated construction cost $359,090; first year operating cost $420,000, revenue $450,000. Post office address 42 W. Marlette Rd. Studio location to be determined. Transmitter location Salt River Mt., 7 mi. S. of Phoenix. Geographic coordinates 33° 20' 49" N. Lat., 112° 03' 16" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include partners **Leon M. Howell** (45%), livestock, farming, reclamation; **Ralph A. Watkins** (45%), auto dealer and farmer; and **Edward Cooper** (10%), director of television, Motion Picture Assn. of America. City priority status: Gr. B-4, No. 200.

Fresno, Calif.—R. M. Schuler, L. E. Chenault, Bert Williamson, and Lena H. Todd, a partnership. uhf Ch. 47 (668-674 mc); ERP 103 kw visual, 62 kw aural; antenna height above average terrain 2314 ft., above ground 238 ft. Estimated construction cost $318,770, first year operating cost $300,000, revenue $375,000. Post Office address % L. E. Chenault, Hotel Fresno, Fresno, Calif. Studio location 2100 Block, N. Barton Ave. Transmitter location Squaw Valley, Fresno County, Calif. Geographic coordinates 36° 45' 05" N. Lat., 119° 16' 48" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington, D. C. Consulting engineer John P. Hearne, San Francisco, Calif. Principals include partners **Robert M. Schuler**, 60% owner of KYNO Fresno; **Lester Eugene Chenault**, 15%

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MONTREAL, QUE. TEL. ATLANTIC 9441
NEW YORK CITY TEL. MURRAY HILL 9-0200

owner and general manager KYNO, 12½% interest KSTN Stockton, and 5% interest in San Joaquin Telecasters, permittee of uhf Ch. 36 Stockton, Calif.; **Bert Williamson,** 10% owner and chief engineer, KYNO; and **Leona Huffman Todd.** City priority status: Gr. A-2, No. 35.

Minden, La. — Parish Bcstg. Corp. (KAPK Shreveport), uhf Ch. 30 (566-572 mc); ERP 17 kw visual, 9 kw aural; antenna height above average terrain 346 ft., above ground 345 ft. Estimated construction cost $130,667, first year operating cost $85,000, revenue $110,000. Post office address Box 821, Shreveport. Studio and transmitter location Lake Shore Dr. near city limits. Geographic coordinates 32° 37' 54" N. Lat., 93° 16' 50" W. Long. Transmitter and antenna GE. Legal counsel Harry J. Daly, Washington. Consulting engineer F. O. Grimwood Co., St. Louis. Principals include President **Martin Kirsch Jr.** (6.25%); Vice President **Anita P. Kirsch** (90.6%); Secretary-Treasurer **Armand W. Roos.** City priority status: Gr. A-2, No. 537.

Tulsa, Okla.—Central Plains Enterprises Inc., vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,226 ft., above ground 1,050 ft. Estimated construction cost $945,810, first year operating cost $462,500, revenue $525,000. Post office address 1510 Nat'l Bank of Tulsa Bldg. Studio location to be determined. Transmitter location 6½ mi. W-NW of downtown Tulsa. Geographic coordinates 36° 11' 40" N. Lat., 96° 06' 00" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington; and Fly, Shuebruk & Blume, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include **Southwestern Sales Corp.** (50%) licensee KVOO Tulsa; and **All-Oklahoma Bcstg. Co.** (50%) licensee KRMG Tulsa. All-Oklahoma Bcstg. Co. is controlled by Robt. S. and Grayce B. Kerr, who control WEEK Peoria, Ill. Southwestern Sales Corp. and All-Oklahoma Bcstg. Co. have each agreed to give 2½ shares Class A Common Stock to be distributed equally between Tulsa U. and Oklahoma A. & M. upon grant of this appeal. City priority status: Gr. B-4, No. 197.

Tulsa, Okla.—Oil Capital TV Corp., vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 51.45 kw aural; antenna height above average terrain 883 ft., above ground 701 ft. Estimated construction cost $719,000, first year operating cost $636,000, revenue unknown. Post office address 1400 S. Boston St. Studio location 5301 W. Edison St. Transmitter location 2 mi. N. of intersection of W. Edison St. and 72nd Ave., West Tulsa. Geographic coordinates 36° 11' 35" N. Lat., 96° 04' 30" W. Long. Transmitter and antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Thomas P. McDermott** (10%), director, Independent Tire Dealers Assn., Washington, D. C.; Vice-President-Secretary **Fred Jones** (35%), 50% owner of KFMJ Tulsa; and Vice President-Treasurer **L. F. Rooney** (55%). City priority status: Gr. B-4, No. 197.

Anderson, S. C.—Anderson Television Co., uhf Ch. 58 (734-740 mc); ERP 22.3 kw visual, 12 kw aural; antenna height above average terrain 410 ft., above ground 269 ft. Estimated construction cost $150,405, first year operating cost $150,000, revenue $165,000. Post office address c/o T. F. Watkins, 207 N. Main St., Anderson, S. C. Studio location 210 E. Whitner St. Transmitter location approx. ½ mi. E. of U. S. Hwy. 29. Geographic coordinates 34° 26' 26.6" N. Lat., 82° 41' 59" W. Long. Transmitter and antenna RCA. Legal counsel Wilkinson, Boyden, Cragun & Barker, Washington; and Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include general partners **Wm. L. Watkins** (5%), **T. F. Watkins** (5%), with interests in Carolina-Television Inc., appl. for Ch. 4, Greenville, S. C.; **Dan Brown** (10%); **C. R. Johnson Sr.** (10%), 60% owner of WANS Anderson; **Lily E. Farmer** (10%); **H. G. Anderson** (10%); **Dr. C. H. Young** (10%); **S. H. Lander** (5%); **J. L. Sadler** (5%); **L. S. Horton** (5%); **John C. Taylor** (5%); **J. H. W. Snead** (5%); **J. A. Blake** (5%); **F. C. McLees** (5%); **W. R. Pruitt, Vance D. Sullivan, A. Jerome Cromer, F. E. Pearman,** and **A. E. Holman,** (each 1%). City priority status: Gr. A-2, No. 269.

Spartanburg, S. C.—Sterling Telecasting Co., uhf Ch. 17 (488-494 mc); ERP 105 kw visual, 63 kw aural; antenna height above average terrain 597 ft., above ground 558 ft. Estimated construction cost $220,531, first year operating cost $154,800, revenue $184,792. Post office address 124½ East Main St. Studio location corner of Magnolia and St. John Sts. Transmitter location 0.45 mi. NE of Lyman, S. C. on Hwy. 29. Geographic coordinates 34° 57' 10" N. Lat., 82° 06' 54" W. Long. Transmitter and antenna RCA. Legal counsel Wilkinson, Boyden, Cragun & Barker, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President **Sterling W. Wright** (17.37%), Vice President, Secretary and Treasurer **Robert M. Carlisle** (2.61%); and **Fred W. Symmes** (17.37%), who holds interests in WESC Greenville, WBCU Union City, and WMRC Greenville. City priority status: Gr. A-2, No. 120.

Rapid City, S. D.—KOZY-TV Inc., vhf Ch. 7 (174-180 mc); ERP 111 kw visual, 66 kw aural; antenna height above average terrain 358 ft., above ground 376 ft. Estimated construction cost $41,249, first year operating cost $200,000, revenue $175,000. Post office address 1819 W. St. Joe St. Studio and transmitter location on Skyline Dr. opp. St. Andrews St. (extended). Geographic coordinates 44° 04' 10" N. Lat., 103° 14' 38" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Robert J. Dean,** principal owner of Black Hills Bcstg. Co. (KOTA KOZY Rapid City); Directors **Helen S. Duhamel** (25%) and **Warren J. Morrell** (25%); **Black Hills Bcstg. Co.** (24.97%); and **Black Hills Amusement Co.** (24.97%). City priority status: Gr. A-2, No. 201.

Norfolk, Va.—Beachview Bcstg. Corp. vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 383 ft., above ground 419 ft. Estimated construction cost $642,825, first year operating cost $750,000, revenue $900,000. Post Office address 431 Granby St., Norfolk, Va. Studio and transmitter location Hampton Blvd. and 27th St. Geographic coordinates 36° 52' 36" N. Lat., 76° 18' 02" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington, D. C. Consulting engineer Kear & Kennedy, Norfolk, Va. Principals include president and treasurer **Dudley Cooper** (50%), with jewelry and real estate interests in Norfolk; secretary **Irving M. Kipnes** (50%), acc't exec., Cohen & Miller, ad agency, Washington, D. C.; and vice president **George M. Cootes,** CPA practicing in Norfolk. City priority status: Gr. B-4, No. 189.

Sheboygan, Wis. — Television of Sheboygan, Inc., uhf Ch. 59 (740-746 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 340 ft., above ground 364 ft. Estimated construction cost $175,000, first year operating cost $140,000, revenue $130,000. Post Office address 632 Center Ave., Sheboygan, Wis. Studio and antenna location 632 Center Ave. Geographic coordinates 43° 45' 12" N. Lat., 87° 42' 46" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer McIntosh & Inglis, Washington, D. C. Principals include sole owner **Press Pub. Co.** (WHBL-AM-FM Sheboygan); president **A. Matt Werner,** president and stockholder, Press Pub. Co.; vice president **Dorothy E. Werner,** vice-president and stockholder, Press Pub. Co.; secretary **Roland C. Grimmer,** and assistant secretary **Orin Purintun.** City priority status: Gr. A-2, No. 100.

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Existing TV Stations . . .

Actions by FCC

WKNB-TV New Britain, Conn. — New Britain Bcstg. Co. Granted special temporary authority to operate on a commercial basis on Ch. 30, to June 30, 1953.

KOLN-TV Lincoln, Nebr.—Cornhusker Radio & Television Corp. Granted mod. of CP to change ERP from vis. 21.5 kw, aur. 11 kw to vis. 27 kw, aur. 13.5 kw; antenna 360 ft. (BMPCT-963).

WABD New York — Allen B. DuMont Laboratories, Inc. Granted mod. CP to change main studio location, change ERP from vis. 2.5 kw, aur. 1.38 to vis. 37 kw, aur. 18.5 kw; change type of transmitters, type of antenna, correct geographic coordinates, and make other equipment changes.

WCSC-TV Charleston, S. C.—WCSC, Inc. Granted mod. CP to change ERP from aur. 50 kw to 17 dbk (50 kw), change transmitter location and make antenna changes 470 ft. (BMPCT-961).

WFMY-TV Greensboro, N. C.—Greensboro News Co. Granted mod. of CP to change ERP from vis. 1.67 kw, aur. 0.835 kw to vis. 100 kw, aur. 50 kw; change type of transmitters and type of antenna (430 ft.) and make other equipment changes; condition (BMPCT-955).

WALA-TV Mobile, Ala. — Pape Bcstg. Co. Granted mod. of CP to change ERP from aur. 235 kw to aur. 190 kw; install new antenna system and make other equipment changes (BMPCT 959).

WATV (TV) Newark, N. J.—Bremer Bcstg. Corp. Granted mod. of CP to increase ERP from vis. 3.4 kw to vis. 180 kw, aur. 3.4 kw to aur. 105 kw; install new transmitters and make other equipment changes. (BMPCT-956).

WTVU (TV) Scranton, Pa.—Appalachian Co. Granted mod. of CP to change ERP from vis. 11 kw, aur. 5.9 kw to vis. 23 kw, aur. 11.5 kw; install new transmitters, change transmitter location and make antenna and other equipment changes. (BMPCT-962).

WLVA-TV Lynchburg, Va.—Lynchburg Bcstg. Corp. Granted STA to operate on a commercial basis on Ch. 13 to July 17, 1953.

Versluis Radio & Television Inc., Muskegon, Mich.—Commission dismissed protest by Music Bcstg. Co., licensee WGRD Grand Rapids, Mich., directed against FCC action of Dec. 23, 1952, granting new TV station for uhf Ch. 35 in Muskegon. Comr. Frieda B. Hennock dissented. Memorandum opinion and order Feb. 6.

Applications

WAKR-TV Akron, Ohio—Summit Radio Corp. Mod. of CP to change ERP from vis. 145 kw, aur. 73 kw to vis. 182.4 kw, aur. 91.2 kw; change antenna system and make other equipment changes. Antenna height above average terrain 366 ft.

New AM Stations . . .

Decisions

Streator, Ill.—Streator Bcstg. Co. Granted 1250 kc, 500 w daytime, DA, antennas 175 ft. (two); engineering conditions. Estimated construction cost $18,600, first year operating cost $42,000, revenue $56,000. Principals include **Stephen P. Bellinger** (20%), 25% owner of WVMC Mt. Carmel, Ill.; **Vernon R. Nunn** (20%), assistant manager of WVMC; **Roland J. DeMarco** (20%), partner in Mt. Carmel (Ill.) law firm of Barnhard, DeMarco & Scriber; **Charles G. Campbell** (10%), president of Kamp Motor Co., Mt. Carmel; **Frank G. Wolk** (10%), partner in Mt. Carmel Coca-Cola Bottling Co.; **H. Paul Waterbury** (10%), geologist, Mt. Carmel, and **Josephine Grandini** (10%), housewife. (BP-8549). Granted Feb. 18.

Richmond, Ky.—Richmond Bcstg. Co. Granted 1340 kc, 250 w fulltime, antenna 180 ft.; engineering condition. Estimated construction cost $12,388, first year operating cost $60,000, revenue $80,000. Principals include equal (⅓) partners **J. W. Betts,** general manager of WFTM Maysville, Ky.; **Charles P. Clarke,** president of Standard Tobacco Co. (loose leaf tobacco), Maysville, and **J. M. Finch Jr.** secretary-treasurer of Standard Tobacco Co. (BP-8505.) Granted Feb. 17.

Punxsutawney, Pa. — Jefferson Bcstg. Co. Granted 1290 kc, 500 w daytime, antenna 200 ft.; engineering condition. Estimated construction cost $17,590, first year operating cost $40,000, revenue $60,000. Principals include **Cary B. Simpson** (31%), general manager and 50% owner of WKBI St. Marys, Pa.; **Roy E. Morgan** (11%), general manager and 12½% owner of WILK-AM-FM-TV Wilkes-Barre, Pa.; **Mitchell Jenkins** (11%), Wilkes-Barre attorney and 12½% owner

of WILK-AM-FM-TV; **Dr. Isaiah C. Morgan** (11%), Nanticoke, Pa., physician and 12½% owner of WILK-AM-FM-TV, and six others each with 6% interest. (BP-8387.) Granted Feb. 17.

Falfurrias, Tex.—Ben L. Parker. Granted 1260 kc, 500 w daytime, antenna 235 ft.; engineering condition. Estimated construction cost $15,010, first year operating cost $40,250, revenue $51,000. **Ben L. Parker,** sole owner of permittee, is partner and general manager of KBOP Pleasanton, Tex. (BP-8587.) Granted Feb. 17.

Myersdale, Pa.—WJAC Inc. Granted 560 kc, 500 w daytime, antenna 310 ft.; engineering conditions. Estimated construction cost $39,750, first year operating cost $39,800, revenue $42,000. Permittee is licensee of WJAC-AM-FM-TV Johnstown, Pa. (BP-8322.) Granted Feb. 11.

Applications

Washington, Kans.—Chas. W. Bullimore, 1276 kc, 500 w daytime. Estimated construction cost $10,707, first year operating cost $16,000, revenue $36,500. Applicant is owner of radio and electric appliance store. Filed Feb. 17.

Hodgenville, Ky.—Lincoln Memorial Bcstg. Co. 1320 kc, 1 kw daytime, antenna 200 ft. Construction $16,430, operating $31,250, revenue $40,000. President **Thomas M. Stearman** (74.4%) is auto dealer in Campbellsville, Ky.; stockholders **Chas. Williams, Ernest E. Wright Jr.**; Secretary-Treasurer **Luther Vance**; Vice President **James H. Bloyd**; stockholders **Nelson McQuaide, Ruth Candrell, C. H. Bale, H. E. McQuaide,** and **Mrs. Nelson McQuaide.** Filed Feb. 17.

Salem, Mo. — "Show-Me" Bcstg. Co. (KTTR Rolla, Mo.) 1340 kc, 250 w unl., 200 ft. Construction $17,984, operating $35,000, revenue $40,000. Partners are **Luther W. Martin, Martin W. Mitchum,** and **Wilson C. Burkhead.** Filed Feb. 17.

Cheektowaga, N. Y.—Niagara Bcstg. System. 1230 kc, 250 w unl., antenna 150 ft. Construction $8,600, operating $75,120, revenue $90,000. Sole owner is **Gordon P. Brown,** owner of WSAY Rochester, N. Y. Filed Feb. 17.

Murfreesboro, Tenn.—Murfreesboro Bcstg. Co. 860 kc, 250 w daytime, antenna 250 ft. Construction $14,875, operating $36,000, revenue $45,000. Partners are **Arthur D. Smith Jr.** (60%), owner of WCDT Winchester, Tenn.; and **T. J. Motlow** (40%). Filed Feb. 17.

Clarksville, Tenn.—Clarksville Bcstg. Co. 1260 kc, 500 w daytime. Construction $34,450, operating $78,000, revenue $84,000. Aaron B. Robinson, sole owner, controls WDIX Jackson, Tenn., WENK Union City, Tenn., WDXE Lawrenceburg, Tenn., WTRP Paris, Tenn., WCMA Corinth, Miss. P. O. address Box 309, Jackson, Tenn. Filed Feb. 16.

Existing AM Stations . . .

WJLS Beckley, W. Va.—Joe L. Smith Inc. Granted change from 1 kw LS to 5 kw LS, 500 w N, on present frequency of 560 kc, DA-N. Engineering conditions. (BP-8472.) Granted Feb. 11.

WACL Waycross, Ga.—Teletronics Inc. Granted change in operating hours from daytime to unlimited, on 570 kc, 1 kw DA-N; engineering conditions. (BP-8439.) Granted Feb. 11.

KCLS Flagstaff, Ariz.—Saunders Bcstg. Co. Granted change from 1340 kc, 250 w fulltime, to 1360 kc, 5 kw daytime; engineering conditions. (BP-8383.) Granted Feb. 11.

WSOO Sault Ste. Marie, Mich.—Hiawathaland Bcstg. Co. Granted mod. license to increase N power from 100w to 250 w, fulltime, on 1230 kc. (BML-1510.) Granted Feb. 11.

WKSB Milford, Del.—The Kent-Sussex Bcstg. Co. Granted mod. CP to change from 1280 kc, 500 w D, to 930 kc, 500 w D; engineering conditions. (BMP-6087.) Granted Feb. 11.

KLVL Pasadena, Tex. — Felix H. Morales. Granted change from D to fulltime on 1480 kc, 1 kw D, 500 w N, DA-N; engineering condition. (BP-8250.) Granted Feb. 11.

WDIA Memphis, Tenn.—Bluff City Bcstg. Co. Ltd. Granted change from 730 kc, 250 w D, to 1070 kc, 50 kw LS, 5 kw N, DA-2; engineering conditions. (BP-8343.) Denied petition filed by WMPS Memphis protesting grant. Actions Feb. 18.

Existing FM Stations . . .

Actions by FCC

KTNT Tacoma, Wash. — Tribune Pub. Co. Granted mod. of CP for FM station to change ERP from 20.5 kw to 10.5 kw; antenna from 400 ft. to 410 ft.; engineering condition (BMPH-4807).

Ownership Changes . . .

Decisions

KCTG Cottage Grove, Ore.—Coast Fork Bcstg. Co. Granted assignment of CP from Philip S. Holt to **Coast Fork Bcstg. Co.,** a corporation, for $1,500. Principals in assignee include **W. Gordon Allen** (60%), president, general manager and 60% owner of **KGAL Lebannon, Ore., ⅓** owner of KGAE Salem, Ore., ⅓ owner of KSGA Redmond, Ore.; Vice President **Philip S. Holt** (assignor) (20%); Secretary **Harold J. Davis** (10%), general manager of KGAE, and **Robert M. Bruce** (10%), ⅓ owner of KRCO Prineville, Ore. (BAP-182.) Granted Feb. 11.

KSLM Salem, Ore.—Oregon Radio Inc. Granted consent to **Glenn E. McCormick** to acquire positive control from **Paul V. McElwain,** who is selling 50% of stock, for $70,000. Mr. McCormick already had 50% interest. (BTC-1443.) Granted Feb. 11.

KIUL Garden City, Kan.—The Telegram Publishing Co. Granted transfer of control to **The Hutchinson Publishing Co.** for $315,000. Principals in transferee include President **John P. Harris** (36.5%), Secretary-Treasurer **Sidney F. Harris** (36.5%) and other members of the Harris families. Transferee publishes *The Hutchinson* (Kan.) *News-Herald* and owns 150 out of 344 shares of stock of KSAC Salina, Kan. (BTC-1445.) Granted Feb. 11.

KCNO Alturas, Calif.—CONR Inc. Granted consent to **Chester J. Stuart** and **Phyllis B. Stuart** to relinquish negative control through sale of 25% of stock to **Roland H. Dow** for $4,500. Mr. Dow is minister of Federated Church, Alturas, Calif. (BTC-1378.) Granted Feb. 11.

WMNE Menomonie, Wis.—Capital City Bcstg. Co. Granted assignment of license to **Chris Hansen, Charles Whitford** and **Wendell Hansen,** d/b as **Menomonie Bcstg. Co.,** for $20,400. Chris Hansen and Charles Whitford have interest in WTRW Two Rivers, Wis., and are fruit growers, and Wendell Hansen is minister of Evangelical & Reformed Church, Lone Tree, Iowa. (BAL-1495.) Granted Feb. 18.

KOWL Santa Monica, Calif. — KOWL Inc. Granted assignment of license to KOWL Inc. for $340,000. Assignee is publisher of *The Evening Outlook.* (BAL-1498.) Granted Feb. 18.

KSGA Redmond, Ore.—Redmond Bcstg. Co. Granted assignment of license to **Juniper Bestrs. Inc.** Principals in assignee include former 50% stockholder **Harold W. Singleton** (59%), who also owns 52% of KTEL Walla Walla, Wash., and **F. Gilbert Leiser** (36%), general manager of KSGA Redmond, Ore. (BAL-1497.) Granted Feb. 18.

WEMP-AM-FM Milwaukee, Wis.—Milwaukee Bcstg. Co. Granted relinquishment of positive control to **Andrew M. Spheeris, Hugh K. Boice Jr., John C. Gagliano, Thomas T. Dyson, Suzayne C. Cleveland** and **Mid-Continent Radio-Television Inc. for $31,500. (BTC-1449.)** Granted Feb. 18.

WJDA Quincy, Mass., and WESX Salem, Mass. —South Shore Bcstg. Co. and **North Shore Bcstg. Co.** Granted transfer of control from **James D. Asher and Joseph H. Tobin** to **Television & Radio Bcstg. Corp.** for $120,000. Mr. Tobin is president of transferee. (BTC-1440 and BTC-1441.) Granted Feb. 18.

KROX Crookston, Minn.—Crookston Bcstg. Co. Granted transfer of control to **Jerome Dahlberg, Garfield Fox** and **William Kiewel** for $49,500. Transferees are former KROX employes. (BTC-1446.) Granted Feb. 18.

Applications

KBOK Waterloo, Iowa—Waterloo Bcstg. Co. Assignment of license to **Northwestern Schools Bible College, College of Liberal Arts, Theological Seminary** for $56,000 cash. Assignee now owns KTIS-AM-FM Minneapolis. Filed Feb. 11.

WDUZ Green Bay, Wis. and **WMAW Menominee, Mich.—Green Bay Bcstg. Co.** Transfer of control from **I. S. Kramlich** and **C. L. Kramlich** to **Ben Laird, Harold R. Murphy, Edward Schons** and **Wm. E. Schons.** Involves transfer of 140 shares stock (65.1%) for $60,000. Mr. Laird has been a director and stockholder of Green Bay Bcstg. Co.; Mr. Murphy holds interest in WIGM Medford, Wis., and Messrs. Edward and Wm. E. Schons are stockholders in KLIL Estherville, Iowa and WKAI Macomb, Ill. Filed Feb. 12.

WCIN Cincinnati, Ohio—N. Y. Technical Institute of Cincinnati, Inc.—Assignment of outstanding construction permit to **Robert W. Rounsaville** for $15,646.95. Mr. Rounsaville has interests in WBAC Cleveland, Tenn. and other stations in the South. Filed Feb. 16.

Hearing Cases . . .

ABC-Paramount Merger Decision—FCC issued decision authorizing merger of American Broadcasting Co. and United Paramount Theatres Inc., into new entity to be known as American Broadcasting-Paramount Theatres Inc. (Dockets 10031 et al.). Effect is to grant and transfer to new corporation various authorizations covering 6 AM, 6 FM and 5 TV stations. These existing stations are KECA KECA-FM KECA-TV Los Angeles, Calif.; KGO KGO-FM KGO-TV San Francisco, Calif.; WENR WENR-FM WENR-TV Chicago, Ill.; WXYZ WXYZ-FM WXYZ-TV Detroit, Mich.; WJZ WJZ-FM WJZ-TV New York, and WSMB WSMB-FM New Orleans, La. Commission granted consent to acquisition by new corporation of Balaban & Katz Corp., and transfer of Balaban & Katz TV station WBKB (TV) Chicago to Columbia Broadcasting System; also transfer of control of Paramount Television Productions Inc., licensee of KTLA (TV) Hollywood, Calif., from Paramount Pictures Inc. to Paramount Pictures Corp., entity separate from American Broadcasting-Paramount Theatres Inc. Commission held Paramount Pictures Corp. controls Allen B. DuMont Laboratories Inc., within meaning of Sec. 310(b) and five-TV-station limit but renewed certain authorizations covering DuMont's TV stations WDTV Pittsburgh, Pa.; WTTG Washington WABD New York. Comrs. Hyde and Sterling joined in opinion dissenting in part; Comrs. Webster and Hennock dissented in part in separate opinions; Comr. Merrill issued a separate opinion concurring in part and dissenting in part..

Commission finalized its show cause order requiring WBKB Chicago to shift to Ch. 2, and dismissed application of Zenith Radio Corp. for new TV station in Chicago to operate on Ch. 2 (BPCT-322) and Zenith's further request for special temporary authorization to commence commercial TV broadcasting on Ch. 2. Comrs. Walker, Webster and Hennock dissented.

KMYR Bcstg. Co., Denver, Col.—FCC denied petition filed by KMYR Bcstg. Co., Denver, Col., for review of hearing examiner's order of Oct. 16, 1952, granting petition of Metropolitan Television Co., for leave to amend its application for new TV station in Denver to operate on Ch. 4, to show addition of Don Searle as minority stockholder and executive vice president, show minor changes in corporate stockholdings and in persons originally holding offices of executive vice president, secretary and treasurer. (Dockets 9043 and 10238; BPTC-488 and 941. Memorandum opinion and order Feb. 2.)

Metropolitan Television Co., Denver, Col.—FCC granted a petition filed by Metropolitan Television Co., Denver, to substitute it in place of National Broadcasting Co., formerly licensee of station KOA Denver as party in proceeding in re application of Harbenito Broadcasting Co. for construction permit to change facilities of KGBS Harlingen, Tex., from 1240 kc, 250 watts, unl., to 850 kc, 5 kw, DA, unl. (Docket 8336; BP-6350). Order Jan. 30.

Denver, Col.—FCC Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application of Aladdin Radio & Television Inc. for construction permit for new TV station at Denver, Col., to operate on vhf Ch. 7, with ERP of 316 kw visual and 158 kw aural, subject to condition that its antenna structure shall be painted and lighted in accordance with

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Sec. 17.25 of Commission's rules (Docket 9041; BPCT-426), and denial of mutually exclusive application of Denver Television Co. seeking same channel at Denver (Docket 10240; BPCT-951). Initial Decision Feb. 5.

Flint, Mich.—Trebit Corp. and **W. S. Butterfield Theatres Inc.** FCC denied petitions seeking review of hearing examiner's memorandum opinion and order of Jan. 14, granting petition of WJR, The Goodwill Station Inc., for leave to amend its application for new TV station in Flint, Mich., to operate on vhf Ch. 12, to move its transmitter site and to make certain other minor changes. Commission's memorandum opinion and order with respect to its action denying petitions for review and affirming the hearing examiner's allowance of WJR amendment will be released at later date. (Dockets 10268 through 10270; BPCT-967, 968 and 953). Action Jan. 30.

Portland, Ore.—FCC denied petition filed by Oregon Television Inc., Portland, Ore., for review of hearing examiner's memorandum opinion and order of Oct. 1 which granted petition of Northwest Television & Broadcasting Co. for leave to amend its application for a new TV station in Portland, Ore., to show certain changes in engineering data. (Oregon Television Inc., Northwest Television and Broadcasting Co., and Columbia Empire Telecasters Inc., are applicants for new TV stations in Portland, Ore., to operate on Ch. 12 and are in consolidated hearing in Dockets 10246 et al.) Memorandum opinion and order Jan. 30.

Duluth-Superior, Wis. — Commission (1) dismissed as moot request of Head of Lakes Bcstg. Co. for deletion of issue relating to legal qualifications of applicants in proceeding involving its application for new TV station in Superior, Wis., and that of Red River Bcstg. Co., Duluth, Minn., both seeking Ch. 3 (Dockets 10289 and 10290; BPCT-621 and 903); (2) denied request of Red River Bcstg. Co., for deletion of 307(b) issue in the Ch. 6 Duluth-Superior proceeding involving applications of Ridson Inc., for new TV station at Superior, Wis., and Lakehead Telecasters Inc., for new TV station at Duluth, Minn. (Dockets 10291 and 10292; BPCT-728 and 981); (3) denied petition of Head of Lakes Bcstg. Co. for consolidation of applications in Ch. 3 and Ch. 6 proceedings; and (4) granted petition of Head of Lakes Bcstg. Co. for inclusion of a 307(b) issue in Ch. 3 proceeding, and added issue "To determine in light of Section 307(b) of Communications Act of 1934, as amended, which, if either, of these applicants would provide the more fair, efficient and equitable distribution of radio (television) service". Order Jan. 30.

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Rules and Standards . . .

Public Safety Radio (Docket 10174)—Terms and extent of possible use of facilities in Special Emergency Radio Services were clarified and enlarged by Commission in report and order amending Part 10 of its rules governing Public Safety Radio Services, effective March 27. Proposals were made April 17, 1952.

Experimental Radio Services (Docket 9751)—By report and order Commission revised Part 5 of its rules covering experimental radio services except those authorized under the developmental rules of the various regular radio services, effective March 17. This is pursuant to rule-making proceedings initiated Aug. 2, 1950, and revises present Part 5 which dates from Oct. 1, 1939.

Revision of Subpart E of Part 11, Rules Governing Special Industrial Radio Service (Docket 9703)—Further notice of proposed rule making announced Feb. 13, substituting for proposals advanced earlier. Comments due March 16.

Hearing Calendar . . .

Hearings in Progress

Flint, Mich.—New TV, vhf Ch. 12. Further hearing. Examiner Benito Gaguine.

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

February 24

William O. Barry, Lebanon, Tenn.—New AM, 1340 kc, 100 w, unlimited. Examiner not designated. Docket 10375.

February 25

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper.

March 2

John W. Blake and Charles R. Wolfe, partners, and High Lite Bcstg. Co., Killeen, Tex.—Both seeking new AM, 1050 kc, 250 w day. Examiner not designated. Dockets 10122, 10123.

March 3

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Sharfman.

March 4

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 5

Mid-State Bcstg. Co. and LeRoy E. Parsons, Chehalis, Wash.—Both seeking new AM, 1420 kc, 1 kw daytime.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

March 25

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089.

April 15

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith.

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Sharfman.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 46. Examiner Thomas H. Donohue.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV and Peoples Bcstg. Co. (WLAN). Examiner J. D. Bond.

Theatre Television; Allocation of Frequencies—Before Commission *en banc*.

Azalea Bcstg. Co., Mobile, Ala.—New AM, 1340 kc, 250 w, unlimited. Examiner William Butts. Docket 9964.

New Petitions . . .

February 12

WSTV Inc. (WSTV), Steubenville, Ohio. New TV, Ch. 9 (BPCT-1049)—Petition filed by WSTV for immediate processing of its application so that it will be ready for action at end of 30-day grace period given Storer Bcstg. Co. in which to elect which of its two applications it wishes to prosecute, that for Wheeling-Steubenville or that for Miami, as directed by Commission Jan. 30 [B•T, Feb. 2].

John Blake & Charles R. Wolfe and Highlite Bcstg. Co., both Killeen, Tex. New AM, 1050 kc, 250 w daytime (Dockets 10122, 10123; BP-8173, 8288)—Petition by Blake & Wolfe to continue hearing, set Feb. 18, to March 2 or until such later date as is set by examiner.

February 13

William J. Wagner tr/as Alaska Bcstg. Co. (KTKN), Ketchikan, Alaska. Existing AM, increase day power to 5 kw; 930 kc, 1 kw (BP-8463)—Petition filed by Aurora Bcstrs. Inc (KABI Ketchikan) for extension of time from Feb. 16 to Feb. 27 to file protest. Engineering report is being prepared in Alaska respecting blanketing from proposed KTKN operation. Hearing will be asked.

Allocation of TV Ch. 10 at Milwaukee—Petition filed by Wisconsin Bcstg. System Inc. (WFOX) to reserve procedural rights to seek Ch. 10 should it be made available following oral argument Feb. 16 on petition of Hearst Radio Inc. (WISN).

Key Bcstg. System Inc., Bay Shore, N. Y. New AM, 1300 kc, 250 w daytime (Docket 10379, BP-8422)—Petition to intervene filed by Asbury Park Press (WJLK Asbury Park, N. J.) on grounds of objectionable interference. WJLK is assigned 1310 kc.

Leo Howard tr/as Mid-South Bcstg. Co. (KPLN), Camden, Ark. License to cover CP new AM station (Docket 10363, BL-4782)—Opposition filed by Chief, FCC Broadcast Bureau, to Jan. 30 petition of Leo Howard requesting reconsideration and grant without hearing. Issues include questions of financial misrepresentation and unauthorized transfer of control.

February 16

Tampa-St. Petersburg, Fla. New TV Ch. 8 (Docket 10250 et al)—Outline of areas of comparison between the three mutually exclusive applicants filed by Pinellas Bcstg. Co. (WTSP St. Petersburg) purporting to show reasons it should receive grant rather than The Tribune Co. (WFLA Tampa) or Tampa Bay Area Telecasting Corp., St. Petersburg.

Educational TV, Ch. 26, Washington, D. C. — Letter filed by representatives of area organizations requesting FCC to withhold action on pending application of Board of Education pending proposal for consolidated group which could receive financial aid from Ford Foundation's Fund for Adult Education.

February 17

Heart of the Black Hills Station (KRSD), Rapid City, S. D. Modification of CP to specify site; 1340 kc, 250 w (Docket 10193, BMP-5661)—Petition to accept amendment respecting engineering survey on soil conductivity and to remove from hearing.

Charles E. Halstead tr/as Diamond H. Ranch Bcstrs. (KDIA), Auburn, Calif. Renewal of license (Docket 10405, BR-2544)—Petition by Chief, FCC Broadcast Bureau, that hearing set March 2 in Auburn be continued to April 22.

Routine Roundup . . .

February 16 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WBHP Huntsville, Ala., Wilton Harvey Pollard —Mod. CP (BP-8460), which authorized change in trans. and studio locations and trans. type, for extension of completion date (BMP-6132).

License for CP

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Commercial manager wanted by independent station in progressive, expanding market. The man we want will start at $5,000 per year and work up with the station. Liberal insurance and bonus to experienced, capable man who can sell, promote and coordinate small sale staff. Pleasant dry climate in New Mexico can't be beat. Immediate opening. Present staff knows this ad. Box 870S, B•T.

Salesmen

Regional radio and television station in northeast has immediate opening for experienced salesman to handle local business. Compensation commensurate with ability. Application will receive no consideration unless complete resume is included. Box 912S, B•T.

Salesman-announcer. Two and one-half hour weekly evening announcing shift and sales days. Salary plus commission. Really good and permanent smaller market deal for really good man. Southern Minnesota. Box 813S, B•T.

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Family man, experienced, fresh ideas, 1 kw network affiliate Iowa, 250,000 market. $350 month salary to start, plus 15% after first $300 week new business. Active account list furnished. Write details Box 899S, B•T.

Immediate opening for top grade sales manager. Must be experienced executive with good background of actual sales. Station is long established in both radio and television. Compensation and future opportunity limited only by ability of man selected. Enclose complete resume with application. All applications will be kept confidential. Box 913S, B•T.

Local salesman for 5000 watt fulltime Mutual affiliate. Top station in excellent market. Write full details with photo to: Manager, KWHN, Fort Smith, Arkansas.

One station market, 18,000 population in primary area. 15% against liberal guarantee draw and expenses. Send personal history and date you are available to J. J. Garvey, WJOL, Joliet, Illinois.

Help wanted: Salesman. Weekly salary, plus commission. Sales or advertising experience important. Excellent opportunity. Send complete details to WJTN, Jamestown, New York.

Proven Muzak salesman. Please call Gene Scanlan, Plaza 1771, Cincinnati.

Announcers

Comedy DJ, flowing, non-hesitant ad-lib. "Cue-in" gimmicks. Movie-star impersonations, dialects. Single preferred. Box 703S, B•T.

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

AM-TV station in southeastern market of 100,000 has opening for qualified announcer. Salary open. Prefer applicants from this region only. Complete information, photo and tape or disc to Box 732S, B•T. All applications will be acknowledged.

Announcer-technician wanted. Emphasis on announcing. Good network station in southwest. Want clean-cut experienced young man. Send full info, voice audition and photo. Box 796S, B•T.

Help Wanted—(Cont'd.)

Announcer-salesman. Two and one-half hour weekly evening announcing shift and sales days. Salary plus commission. Really good and permanent smaller market deal for really good man. Southern Minnesota. Box 813S, B•T.

Midwest station. Personality type disc jockey with plenty on the ball. Must be a good air salesman. Excellent opportunity for right man. Box 863S, B•T.

Wanted, announcer who writes copy. Car necessary. New Iowa station with lots of room for man with ideas. Box 866S, B•T.

Personality disc jockey wanted for greater Boston station. Send resume, tape or platter. Box 868S, B•T.

Want staff announcer, authoritative selling delivery. 10 kw indie. TV applicant. Promising future. Immediate opening for salable item. Box 878S, B•T.

Staff announcer, emphasis news and sports. Unusual opportunity metropolitan Detroit area. Send details, audition to Box 890S, B•T.

Announcer-engineer with first phone license. Permanent, good paying opportunity with small Nebraska AM on net. Box 896S, B•T.

Announcer-engineer. 250,000 Iowa market. Net affiliate. Excellent voice a must. 44 hours, start $350 month. Needed April 1st. Send letter and ET or tape to Box 900S, B•T.

Radio and TV personality for established network AM-TV operation in mid-western market. Send picture, disc, complete biographical data and salary requirements. Box 903S, B•T.

Experienced staff announcer, strong on news and sports. Permanent. Eastern Pennsylvania. 1000 watt daytimer. Salary dependent on ability and experience. Box 911S, B•T.

Experienced staff announcer, top newscaster and versatile disc jockey. Apply only if permancy in mind and if worth minimum $75 weekly. Box 1056, Twin Falls, Idaho. Send photo, tape, experience and references.

Wanted, a combo man, KBOW, Butte, Montana. 40-hour week, CBS affiliate, send disc, salary expected. Box 1932, Butte, Montana.

Announcer, 1000 watt, independent, daytime station. KNBY, Newport, Arkansas.

Announcer with good news voice, experience not necessary but helpful. Wire or phone, no collect calls. Salary according ability. Manager, Radio Station KPDN, Pampa, Texas, immediate work.

Salesman-announcer hungry for money. Guarantee plus commission. Send photo, disc, sales background, KPRK, Livingston, Mont.

Announcer-engineer with first phone. Emphasis announcing. $87.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

50,000 watt CBS affiliate needs staff announcer with deep, good quality voice. Must be stable and congenial. Send letter outlining background, references. Send tape or disc covering several types of commercials and complete repertoire. No application will be considered without audition, photo and letter. Apply KWKH, Shreveport, La.

Wanted, two experienced straight announcers for new North Carolina daytimer. Good salary and living conditions. Contact John Greene, Manager, WKMT, Kings Mountain, N. C.

WOND in Pleasantville, New Jersey, is now auditioning announcers for top morning man. Salary excellent. Contact John Struckell, WOND.

Immediate opening for combination man with first or second class license. Write, wire or call collect Edgar H. Kobak, WTWA, Thomson, Ga.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

Help Wanted—(Cont'd.)

First class or chief engineer wanted. Permanent. Excellent working conditions. Start $85.00 per week. Box 891S, B•T.

Engineer-announcer with first phone license. Permanent, good paying opportunity with small Nebraska AM on net. Box 897S, B•T.

Transmitter operator with first phone and car wanted at KOPR, Butte, Montana. Contact Mr. Cooney.

Immediate opening first class engineer-announcer. Write Bill Smith, WBIW, Bedford, Indiana.

Urgently need first class operator. Transmitter remotes, recording, no combo, no experience necessary. Chief Engineer, WCNB, Connersville, Indiana.

Wanted—First class engineer with car. $65.00 for 40 hour transmitter shift. Excellent community, friendly working conditions. WE AM transmitter, Federal FM transmitter, topnotch 8 room transmitter building. Submit complete resume to Chief Engineer, WCSI, Columbus, Indiana. Phone 2-1123.

Permanent position, engineering, first phone, no experience required. Call Schilling, WIMS, Michigan City, Indiana.

Transmitter engineer with car. Union scale $65 to $86 with overtime. Write to Luukinen, WIRL, Peoria, Illinois.

Chief engineer, who can also announce for 250 watt combination operation. Send full information, snapshot and minimum salary requirements to WSSV, Petersburg, Va.

First phone; transmitter operator. WSYB, Rutland, Vermont.

First class phone licensee. No experience needed. Car necessary. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Production-Programming, Others

Midwest CBS station wants good commercial copywriter or combination traffic-copy man. Young, experienced, enthusiastic. Submit outline of qualifications, references, required salary and photo. Box 795S, B•T.

Young woman—Wanted for continuity director, Northeast Pennsylvania. Fulltime network affiliate. Plenty of hard work; well compensated for it. Station expects to go into TV. Must be available June 15th. Send qualifications, experience, references and salary expected. Box 820S, B•T.

250 Mutual outlet in Florida has opening for girl who can write copy and gather local news. A good personality and the ability to meet the public is absolutely essential. Send full photo, snap shot, sample of news-copy and salary expected to Box 859S, B•T.

Promotion writer, capable of analyzing data and writing business producing advertisements, brochures, etc., for newspaper and/or radio and television station. Writing ability of utmost importance. Must be under 45, have good educational background. Salary commensurate with ability. Write in detail to Box 860S, B•T.

AM-TV program director. Regional independent with UHF C.P. seeks man experienced in AM and TV. WILS, WILS-TV, Lansing, Michigan.

TELEVISION

Salesman

North Carolina television station needs topnotch salesman. WFMY-TV, Channel 2, Greensboro, N. C., serving over 1,000,000 people in 50 mile radius, will pay $100 weekly plus commission for man with outstanding sales ability and character. TV sales experience preferred, but radio and/or newspaper experience acceptable. If interested give complete details about yourself and your sales experience. Small photo requested. This is an excellent opportunity for salesman with initiative, ability and good personality. Greensboro affords excellent living conditions.

Production, Programming, Others

Wanted: Production director, film technician and chief announcer for new TV station in southwest. Write giving complete experience, qualifications and salary expected. Box 766S, B•T.

Situations Wanted

Managerial

Manager. 12 years in radio. Grass roots experience in all phases. Enterprising. College graduate. Married. Prefer small market. Box 804S, B•T.

Situations Wanted—(Cont'd.)

Losing money? I'll take over as manager and guarantee results. Experienced in tough, competitive market, all phases. Small salary but expect healthy share of profits. Write 856S, B•T.

Top manager. Outstanding record in management and sales. Absolutely guarantee results. Twenty years experience. 250 or 5000 watt. Finest references. No absentee ownership worries. Box 883S, B•T.

Managerial and/ or sales: Three and half years experience managing small indie in upper midwest. Handled all sales. Profit every year. Experience includes program, board operation, news, disc shows and remotes. Personal sales have run between $47,000 to $51,000 annual. Want larger station, greater opportunity. Write Box 908S, B•T.

Salesmen

Assistant sales manager with proven sales record in tough market and ten years radio sales experience, interested in change and position of commercial manager. Box 853S, B•T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Newscaster. Reporter. Play-by-play sports. 6 years. Family. Tape. Box 793S, B•T.

Announcer, DJ, news, dependable, conscientious, available immediately. Resume, tape or disc on request. Box 802S. B•T.

Moving up. Experienced play-by-play, DJ, news, etc. Box 825S, B•T.

Sports: Ten years, all sports play-by-play. Sportscasts. A-AAA baseball. Excellent references. Background splendid; includes sales, personality shows. Real producer, worker, builder. Employed, want potential. Box 829S, B•T.

Announcer, Korean veteran, four years experience, 150 miles New York City. Available now. Box 844S, B•T.

Experienced announcer and sports announcer desire position in midwest. Presently employed as program director and sports announcer. Family man. Box 852S, B•T.

Announcer, school experience, 30 years of age. Also continuity. Box 861S, B•T.

Experienced deejay-newscaster desires change. Currently employed New York state. References, tape. Box 864S, B•T.

It's baseball time! Make a hit with sponsors and fans. Hire experienced sportscaster with good enthusiastic voice who'll sell product, sport and self. Currently completing very successful basketball season. Air checks available. Make offer. Box 865S, B•T.

We are your radio-TV answer. Talented young husband-wife team. Chief announcer, women's PD. Desire TV-radio. Excellent radio background all phases. High commercial ratings. Ready to step into your TV picture with personality-plus. Live wires. Versatile. Enthusiastic. Specialize: children's, homemaker, live-audience and disc shows. Sing, pantomime; professional entertainers 12 years. Will work together or separate. Prefer midwest. However, all replies considered. Box 869S, B•T.

Announcer — excellent, commercials, news, sports, capable, DJ, control board operator. Light experience, conscientious, reliable. Draft exempt, available now. Resume, disc, references. Box 877S, B•T.

Combo man, 1st ticket, 3 years experience news, remotes, continuity writing, emphasis on production of disc shows. Warm personable voice, professional delivery. Looking for a progressive western station in which to grow and develop into radio man, not just talking console operation and reader of spots. Salary $80. Box 879S, B•T.

Experienced, versatile announcer, veteran, single wants location within hundred mile radius New York City. Box 881S, B•T.

All-round announcer. Strong on sports and play-by-play. Eight years experience all phases radio, including sales. Hundred dollar minimum. Box 887S, B•T.

Morning man, six years experience, wants major market. Top Pulse rating. Also sports, three years class A baseball. Base plus talent. Box 888S, B•T.

Hillbilly deejay, ad-lib artist. Produce and MC live and recorded shows. Travel anywhere. Have license. $80. Box 889S, B•T.

Announcer-engineer, first phone, one year experience, console, xmitter, veteran, news, DJ, commercials. Box 901S, B•T.

Situations Wanted—(Cont'd.)

Announcer-engineer, experienced news, commercials. Near New York if possible. Box 902S, B•T.

Available: 15 years all phases radio, 250 to 50 kw, two years on Mutual. Presently commercial manager-program director. Ex-public relations officer. Married, sober, ambitious, can furnish perfect references. Seeking permanent position as announcer-salesman or program director-announcer. Outstanding announcer with proven sales ideas. Worth what you pay. Box 904S, B•T.

Announcer-engineer, 3½ years experience, desires sports position. Box 905S, B•T.

Seasoned sportscaster, play-by-play all sports, ad-lib selling specialist available soon. Excellent references. Veteran, college graduate, five years experience. Box 906S, B•T.

Top play-by-play. At present sports director in 250 indie. College grad. Ready to advance. Prefer midwest. College football and basketball. Minor league baseball. Box 907S, B•T.

8 years experience. Desire move up. Now chief announcer 5 kw. Box 910S, B•T.

Announcer, program directing experience. Can satisfy sponsors. Prefer middle Atlantic area. Disc available. Post Office Box 248, Camden, N. J.

Announcer, experience as program director for 5 kw network affiliate, good voice for general staff duties, strong on DJ work. Write: W. A. Bernam, 6103 Carpenter St., Philadelphia 43, Penna.

Disc jockey and news. Graduate SRT Chicago. All phases of announcing, turntable and board control. Photo and disc on request. Harry F. Carlson, 3502 S. 55th Court, Cicero, Illinois.

Announcer, draft exempt, seeks to broaden experience and grow with progressive small station. Especially good sports play-by-play. News, DJ, control board. Resume, audition available. Andy Denonn, 169 Columbia Heights, Brooklyn, New York. Main 4-0088.

Journeyman-announcer. Top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Versatile femme DJ. Strong on women's shows. Capable copywriter and console operator. Single, excellent references. Rory Miles, 335 E. 11th St., Berwick, Penna.

Situations Wanted—(Cont'd.)

Announcer, veteran, 29. Strong, sincere delivery. Worked as announcer several shows. Several years summer stock experience. Graduate radio school. Desires to enter field of radio, salary no object. Photo, disc on request. John E. O'Niell, 1536 N. Western, Room 209, Staton Hotel, Hollywood, California.

Good announcer with experience and license. Contact Bob Peters, 8 Upland Road, Brookline, Mass., ASP. 78569.

Announcer, news, DJ, experience limited, strong play-by-play all sports, familiar with control board, 30, single, college BA. Conscientious, reliable, references, audition, resume. Alan Phillips, 318 Snediker Avenue, Brooklyn 7, N. Y.

Technical

Chief engineer or engineer: 10 years experience AM-FM, construction, installation, remotes, studio control, 5 years as chief, 28, family man, sober, car. Good references furnished. Available upon 2 weeks notice. All inquiries answered confidentially. Box 851S, B•T.

Engineer, 1st phone, veteran, experienced, single, wants permanent position with fulltime northeast station. Have car. Box 854S, B•T.

Recent graduate CIRE, 8 months experience straight engineering. Available soon. Box 855S, B•T.

Chief engineer, plenty experience, good references. Can announce, disc available. Florida or southwest. Box 857S, B•T.

Chief engineer seeks position with employer who prefers perfection to penny-saving. Experienced combo man. Technical duties preferred. Permanent family man. Box 858S, B•T.

First phone ticket, with broadcasting experience. Single, draft exempt, ambitious. Good background radio-TV. Box 876S, B•T.

Available immediately. First phone. Twenty months experience. Prefers eastern states. Box 898S, B•T.

Production-Programming, Others

Need program director and/or morning man? Tops at both. Box 850S, B•T.

TELEVISION NEWS

THIS MAN IS AN EXPERT IN

GATHERING,
WRITING,
AND PRESENTATION OF
NEWS ON
TELEVISION AND RADIO

He has a long and successful record of top sponsorship.

He has an outstanding background, an excellent military record, an on-the-scenes mature understanding of national and international events.

He has had extensive station experience in ALL types of programming.

And what's more important, he is not too expensive for your station.

BOX 765S, B•T

Situations Wanted—(Cont'd.)

Available immediately! Top copywriter and traffic manager. Two years experience. Draft exempt. Young, ambitious, original! Box 862S, B•T.

Sports director, five years experience, regional reputation, top sponsor references. Personal interview preferred. Available April 1st. Box 867S, B•T.

Program director, writer, producer, extensive radio and television experience, can revitalize radio program structure to stimulate listening, increase ratings, promote sales. Box 872S, B•T.

Production assistant, radio programming, producing, advertising agency and Chicago TV experience. Wants New York position. Box 874S, B•T.

Young college graduate increased billings small market station 60% last year. Now seeking bigger market, more compensation. Experienced, personable, productive. Box 880S, B•T.

Mature news director-editor. Desires change to larger station. Ten years radio, five in present position as news and program director. Proven record of building news department. Authoritative voice. Presently producing and narrating local news documentary, presenting major newscasts on air and other news work. Degree, family. All offers considered. Box 886S, B•T.

Desire radio or television production opportunity. Experience in advertising and newspaper work. Two years college, 25. Ray Griffin, 1515 West Monroe, Chicago 7, Illinois.

TELEVISION

Managerial

Director of operations-TV desires position as assistant general manager with ambitious, aggressive television station in city with population approximately 500,000 or over. Have broadcast-telecast experience in states and abroad; television experience local and network including production, sales, management and advertising agency—in one of the country's largest TV production centers. Have management experience in planning, designing and putting into operation one of the most successful, modern and largest TV stations. Have been employed in present position for 4 years; desire change and better opportunity. College graduate, early thirties, married, children. Box 909S, B•T.

Production-Programming, etc.

Television producer, writer, administrator, three years New York network TV experience, desires connection with enterprising regional television station. Familiar with film market, formerly program director regional radio stations. Family man. Reasonable salary requirements. Box 873S, B•T.

TV producer-announcer presently in TV department of top N. Y. ad agency. N. Y. indie radio experience. Variety reviews. Would like to join a new TV operation. Box 882S, B•T.

Four years experience as producer, director, writer, engineer; first phone. Have written, produced and directed dramatic, news, panel and musical shows, including opera. Have complete operating experience in studio techniques, camera, lighting, etc. Have set up and taught college level radio and television courses. Interested in station or college television production staff. B. S. in Radio Journalism with minor in electrical engineering. Box 894S, B•T.

For Sale

Stations

One station market, network, 250 watts, full-time. $85,000 yearly gross. Fastest growing market in the U.S. This station can net $40,000 with good owner-manager operation. Can discuss at California NARTB Convention. Box 885S, B•T.

Western and midwestern stations. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Federal 101-C field intensity meter at your price. Used, recently factory recalibrated. All inquiries answered. Box 720S, B•T.

TV/FM tower. One 62 foot Ideco triangular tower, $2500, suitable for building top. Available immediately. Call or write W. J. Jackson, Chief Engineer, KEYL-TV, San Antonio, Texas.

200 foot Ideco guyed tower, welded rod type, designed to permit extension to 550 feet, complete with top double obstruction light, four single obstruction lights and Krause-Hinds beacon flashing switch. Tower now standing at site of former experimental FM station at Glenwood, Indiana. Will consider any reasonable offer based upon purchaser dismantling and removing tower at his expense and risk. Contact Martin Leich, WGBF, Evansville, Indiana.

For Sale—(Cont'd)

For sale—Following equipment recently removed from service following change in operating procedure. 1—Fairchild transcription turntable with RMC vertical and pickering lateral heads, condition excellent, Model 524A1, new value $625, first $250 takes it. 2—Rek-O-Kut model D-16 turntable chassis, motors rebuilt, fair condition, first offers of $50.00 each take them. 2—Presto TL-10 tape play-backs, 7½" & 15" speeds—good condition, best offer above $75 each accepted. 1—New Weston 0-1.5 R.F. ammeter model 425—$20.00. Prices are F.O.B., WCSI, Columbus, Indiana. Contact Chief Engineer.

Towers-no-steal-just a good buy. Two Stainless Inc. 140 ft. tubular steel uniform cross-section guyed towers, 15 in. across face. Present use-support of 2 microwave passive reflectors. 3 years old. Purchaser dismantles and ships from **Milford, Michigan site. Contact C. E. Wallace, Chief Engineer, WJIM-TV, Lansing, Mich.**

For sale: Television mobile unit. General Electric RA-14272, in new condition, used less than 4,000 miles. Interior arranged with cupboards and storage space for all equipment necessary for TV remote pickups. Save several thousand dollars! Write for description. WKRC-TV, Cincinnati, Ohio.

230' self-supporting insulated tower, two bay RCA Batwing FM antenna. 230' 1⅝" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Equipment, etc.

Second-hand console or consolette. Must be good working condition. Box 801S, B•T.

Wanted: AM console, limiter and modulation monitor. Prices must be reasonable and equipment in good condition. Need one or all. Box 828S, B•T.

25A, 25AB or 475C General Radio or Western Electric 1C frequency monitor. Box 884S, B•T.

Wanted, medium size Audio console in good condition. State all details and price. KCSJ, Pueblo, Colorado.

#10 copper wire, Wincharger type 300 or similar tower, ground screen, tuning unit, phase monitor, coax, modulation monitor, limiter, sampling loops. Lloyd McKinney, WACL, Waycross, Georgia.

Wanted: Used 260-foot tower. Charles Stratton, Wooldridge Road, Hopkinsville, Ky.

Miscellaneous

Free. 30 sure-fire radio gags to introduce new $1 week joke service. Box 593S, B•T.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC licenses in a hurry. Instruction by correspondence. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood 28, California.

Help Wanted

Managerial

MANAGER
FOR 5 KW STATION
located in midwestern town, approximately 75,000 population. TV application scheduled for hearing. Now grossing over $200,000. Good staff! Good working conditions! Good physical layout! A good job! Box 893S, B•T.

Salesmen

SALES MANAGER
and/or SALESMEN
. . . for 5000 watt major area. Sports-music station. Nation's top schedule now in effect.
WTVB, • COLDWATER MICHIGAN

Help Wanted—(Cont'd.)

Announcers

COMBINATION
night news
and control operator.
Excellent working conditions. Good opportunity for advancement. Send complete details, tape, audition to
KHMO HANNIBAL MISSOURI

TELEVISION

Managerial

WONDERFUL OPPORTUNITY
FOR *TOPFLIGHT* EXECUTIVE
to take complete charge of television station in southern city of 250,000.
Must have background in TV advertising sales and station operation. Give complete details to substantiate. Replies held in strictest confidence. Write Box 895S, B•T.

Production-Programming, etc.

MAJOR MARKET TV STATION NEEDS
PROMOTION - RESEARCH MERCHANDISING EXECUTIVE
One of the nation's leading TV stations in the East, basic network affiliate, has an immediate opening for an experienced man. Must be able to supervise and write promotion, handle research and merchandising, make occasional speeches. Send full details of past experience, photo, references first letter. Salary open. Box 871S, B•T.

Situations Wanted

Production-Programming, etc.

Promotion Wanted
Assistant General Manager-Program Director of 250 W indie, 75,000 market wants to manage similar station or number two job in larger market. Seven years radio — four years management. Sales minded, program-promotion wise. Family, sincere, hard worker. Top references. Box 875S, B•T.

TELEVISION

Salesmen

TV Salesman-Salesmanager
Seeking permanent position at progressive station. Thoroughly experienced in local, regional and national sales. Knows TV from flip card to front office. Strong on promotion, research and ideas. No order taker. An enthusiastic, reliable and mature man who can bolster staff of existing or new station. University graduate, married, active civic affairs, 30 years old. Profile, picture, references. Box 892S, B•T.

Wanted to Buy

Equipment, etc.

WANTED
1⅝—Inch Coax
Need 23 twenty-foot sections, 51-ohm; eleven hangars; four 90-degree elbows; gas stop; and dehydrator. Also interested in Collins two-ring FM radiator. Contact Dwight North, Chief Engineer, WCNT, Centralia, Ill.

For Sale

Stations

AVAILABLE

MIDWEST LOCAL | MAJOR NETWORK

OLD ESTABLISHED

Annual Net profit before Taxes $60,000. Replacement cost of Real Estate & Equipment $250,000. No TV—TV application on file. Illness of owner and favorable tax picture compels immediate sale at $125,000. $75,000 cash will handle. No Barter —Only financially qualified inquiries will be answered. Box 733S, B•T.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

Your personal needs

selectively filled

from a roster of

thoroughly screened,

experienced,

dependable

men and women.

Management

Sales

Production

Technical

Engineering

(Limited)

Broadcast Management Services Co.

AMERICA'S LEADING SOURCE OF RADIO AND TELEVISION PERSONNEL

17 East 48th Street New York 17, New York

Plaza 5-1127-8-9

ways Co.—License for CP (BP-6747), as mod., which authorized change in existing facilities (BL-4904).

Renewal of License

Following stations request renewal of license:

KHJ Hollywood, Calif.—General Teleradio Inc. (BR-22); **WMOK Metropolis, Ill.**—Fort Massac Bcstg. Co. (BR-2587); **KFVS Girardeau, Mo.**—Hirsch Bcstg. Co. (BR-622); **WEOL Elyria, Ohio**—Elyria-Lorain Bcstg. Co. (BR-2173); **WKPA New Kensington, Pa.**—Allegheny-Kiski Bcstg. Co. (BR-2000); **WISN Milwaukee, Wis.**—Hearst Corp., Milwaukee, Wis. (BR-614).

February 16 Decisions

BY BROADCAST BUREAU

Temporary Waiver

KSIB Creston, Iowa, Southwest Iowa Bcstg. Co.—Granted temporary waiver of sec. 3.71 of rules for authority to sign-off at 6:00 p.m., CST March through Sept. 1953.

Extension of Completion Date

WHIO-TV Dayton, Ohio, Miami Valley Bcstg. Corp.—Granted mod. CP for extension of completion date to Sept. 11, 1953 (BMPCT-979).

WCTV (TV) Flint, Mich., Trans-American Television Corp.—Granted mod. CP for extension of completion date to Sept. 8, 1953 (BMPCT-980).

WTMJ-TV Milwaukee, Wis., The Journal Co.—Granted mod. CP for extension of completion date to June 11, 1953 (BMPCT-977).

Extension of STA

WCFM (FM), Washington, D. C., Cooperative Bcstg. Assn.—Granted extension of STA to waive sec. 3.261 of rules to permit operation from 5:00 p.m. to 11:00 p.m. for period ending not later than Sept. 1, 1953.

KOLN-TV Lincoln, Neb., Cornhusker Radio & Television Corp.—Granted STA to operate on commercial basis on Ch. 12 beginning Feb. 11 and ending Aug. 11, 1953.

KSBR San Bruno, Calif., Radio Diablo Inc.—Granted extension of STA to waive sec. 3.261 of rules to permit operation with minimum operating schedule of six hours per day five days a week, for period ending not later than Nov. 12, 1953.

Granted CP

WAJC Indianapolis, Ind., Butler University—Granted CP to change type of ant., change overall height of ant., and change ERP from 700 to 670 w (BPED-223).

License for CP

WTRP La Grange, Ga., Chattahoochee Bcstg. Co.—Granted license to cover CP for new AM on 620 kc 500 w D; condition (BL-4893).

WCEH Hawkinsville, Ga., Tri-County Bcstg. Co. Inc.—Granted license to cover CP for new AM on 610 kc 500 w D (BL-4881).

KVLC Little Rock, Ark., Southwestern Bcstg. Co.—Granted license to cover CP for change in trans. location and installation of new ant. and ground system (BL-4889).

WFOB Fostoria, Ohio, Seneca Radio Corp.—Granted license to cover CP for new AM on 1430 kc 1 kw DA-2, unl. (BL-4857).

KEXX San Antonio, Tex., Manuel D. Leal—Granted license to cover CP for new AM on 1250 kc 500 w D (BL-4879).

KLEA Lovington, N. Mex., Prosperity Land Bcstg. Co.—Granted license to cover CP for new AM on 1050 kc 250 w D (BL-4877).

WLSH Lansford, Pa., Miners Bcstg. Service Inc.—Granted license to cover CP for new AM on 1410 kc 1 kw D (BL-4873).

Modification of CP

WIVK Knoxville, Tenn., Dick Bcstg. Co.—Granted mod. CP for approval of ant., trans. location and specify studio location and change type trans. (BMP-6105).

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable

Write • Call • Wire

J. M. HAMILTON & COMPANY

Painting ■ Erection

Maintenance

YEARS OF EXPERIENCE

Box 2432, Tel 4-2115, Gastonia, N. C.

GET READY NOW FOR THIS SUMMER'S WORK

February 17 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

WCSH Portland, Me., Congress Square Hotel Co. (BR-148); **WPAT Paterson, N. J.**, North Jersey Bcstg. Co. (BR-1145).

Change Transmitter Location

WRRN (FM) Warren, Pa., Northern Allegheny Bcstg. Co.—CP to move transmitter to R.D. #1 Buchers Mills Rd., Clarendon, Pa.; move studio location to First National Bank; change ant. height above average terrain to 449 ft.; change ERP to 3.034 kw.

February 18 Decisions

BY COMMISSION EN BANC

Advised of Hearing

KEAR San Mateo, Calif., Bay Radio Inc.—Is being advised that application (BP-8514) to increase power on 1550 kc from 1 kw DA-N. U. to 10 kw with different DA involves overlap with KFBK Sacramento, which indicates necessity of hearing.

Paducah Bcstg Co., Paducah Tex., Tulia Bcstg. Co., Tulia, Tex.—By order, designated applications (BP-8208 and BP-8595, respectively) for new daytime stations on 1370 kc for consolidated hearing at a date to be specified later. Paducah seeks 500 w; Tulia 1 kw.

Southwest Bcstg. Co., San Antonio, Tex., Kenedy Bcstg. Co. Ltd., Kenedy, Tex.—By Order, designated applications (BP-8270 and BP-8578, respectively), for new daytime stations on 990 kc for consolidated hearing at date to be specified later; made KTRM Beaumont, Tex., party to proceeding, and KFRD Rosenberg, Tex., party with respect to Kenedy only. Southwest seeks 1 kw; Kenedy 250 w.

WRCO Richland, Wis., Richland Bcstg. Corp.—By Order, designated for hearing at date to be set later application (BP-8584) for CP to increase height of vertical radiator; made KFIZ Fond Du Lac, Wis., WDLB Marshfield, Wis., and KPIG Cedar Rapids, Iowa, parties to proceeding.

Renewal of License

Following AM stations granted renewal of licenses for regular period:

KPDN Pampa, Tex.; KSGM Ste. Genevieve, Mo.; WTAN Clearwater, Fla.; WIHL Hammond, La.; KVRH Salida, Col.; WCNC Elizabeth City, N. C.; KGLN Glenwood Springs, Col.; KTRB Modesto, Calif.; KBTA Batesville, Ark.; WDSR Lake City, Fla.; WLOI La Porte, Ind.; KRED (FM) Eureka, Calif.; KRFM (FM) Fresno, Calif.; KVOL-FM Lafayette, La.; KXKX (FM) San Francisco, Calif.; WBT-FM Charlotte, N. C.; WFLN (FM) Philadelphia, Pa.; WHDL-FM Allegany, N. Y.; WHOM-FM New York City; WLAP-FM Lexington, Ky.; WLBH-FM Mattoon, Ill.; WMIN-FM St. Paul, Minn.; WQAM-FM Miami, Fla.; WTMA-FM Charleston, S. C.; WKWK-FM Wheeling, W. Va.; WOPI-FM Bristol, Tenn.

February 18 Applications

ACCEPTED FOR FILING

License for CP

KVOM Morrilton, Ark., Morrilton Bcstg. Co.—License for CP (BP-8431), as mod., which authorized new AM (BL-4909).

KXLK Great Falls, Mont., Great Falls Bcstg. Co.—License for CP (BP-8616), which authorized change in trans. and studio locations and change in ant. system (BL-4910).

KREH Oakdale, La., Louisiana Bcstg. Service—License for CP (BP-8396), as mod., which authorized new AM (BL-4906).

WFPG Atlantic City, N. J., Neptune Bcstg. Corp.—License for CP (BP-8498), which authorized installation of TV ant. on top of AM tower (BL-4905).

Modification of CP

KLER Lewiston, Ida., Cole E. Wylie—Mod. CP (BP-8431), which authorized new AM, for approval of ant., trans. and studio location (BMP-6134).

WESK Escanaba, Mich., M & M Bcstg. Co.—Mod. CP (BP-8109), which authorized new AM, for approval of ant., trans. and studio location as First National Bank Bldg., Escanaba, Mich., and change type trans. AMENDED to change ant., trans. and studio locations to First Ave., N.W. and 25th St., Escanaba (BMP-5984 AMENDED).

KDUZ Hutchinson, Minn., McLeod County Bcstg. Co.—Mod. CP (BP-8418), which authorized new AM, for approval of ant., trans. and studio location (BMP-6133).

KCMR McCamey, Tex., Sprayberry Bcstg. Co.—Mod. CP (BP-8530), which authorized new AM, for approval of ant., trans. and studio location (BMP-6135).

SALESMAN *WANTED*

$100.00 WEEKLY GUARANTEE, OR LIBERAL COMMISSION ARRANGEMENT

WRITE OR PHONE **KGKO** RADIO STATION CLIFF TOWERS HOTEL DALLAS, TEXAS

XUM

Corrupt Voice

CORRUPTION—even possible sabotage—is alleged by a Senate committee studying operations of the controversial Voice of America. It demonstrates the mischief of Government engaging in activity which, prior to the war, was forbidden area.

Aside from the shocking disclosures of gross inefficiency and astonishing waste, one would judge that the Voice has been a liability even in dispensing propaganda. Engineering advice evidently has been ignored. There's apparent proof of favoritism in awarding of multi-million dollar contracts for seemingly worthless installations.

Literally hundreds of millions have been expended in Voice operations, for both plant and personnel, with highly questionable results. In contrast, Radio Free Europe, and latterly, Radio Free Asia, have been eminently successful in combating communism through publicly supported operations. Under auspices of the Crusade of Freedom, ram-rodded by a group of public-spirited citizens, these operations have used long-wave transmission which could be received on conventional sets. They have not been inhibited by State Dept. policies. They have been operated by practical broadcasters.

The Government has no business in the trade of broadcasting. The McCarthy Committee investigation indubitably will hasten the day of full-scale Voice reorganization. Perhaps the Crusade for Freedom, having demonstrated its know-how, is the answer. Or perhaps the whole project should go to the private operators who hold the licenses taken over by the State Dept. before Pearl Harbor.

Parenthetically, it behooves those who have beaten their breasts for educational television to take another look. Our educational system is bureaucratic. It is beholden to local or state Government. The Voice is Federal Government. The parallel is evident.

The Politic Way?

THE industriousness of the NARTB in setting out to obtain a modification of the restrictive law governing political broadcasting deserves unqualified approval. We wonder, however, if in this case industriousness has overwhelmed practical reasoning.

The expressed hope of the NARTB is to effect repeal of Section 315 of the Communications Act which prohibits broadcasters from censoring speeches of political candidates. That failing, the association would settle for an amendment giving broadcasters the power to censor defamation out.

However desirable either accomplishment would be, political considerations probably prevent its attainment. Certainly few Congressmen will wish to relinquish more than a smattering of the extraordinary *carte blanche* they now enjoy in their aerial appearances during campaigns for reelection. Assuming a majority agreed in principle to a modification, we doubt that a majority would then agree on the language.

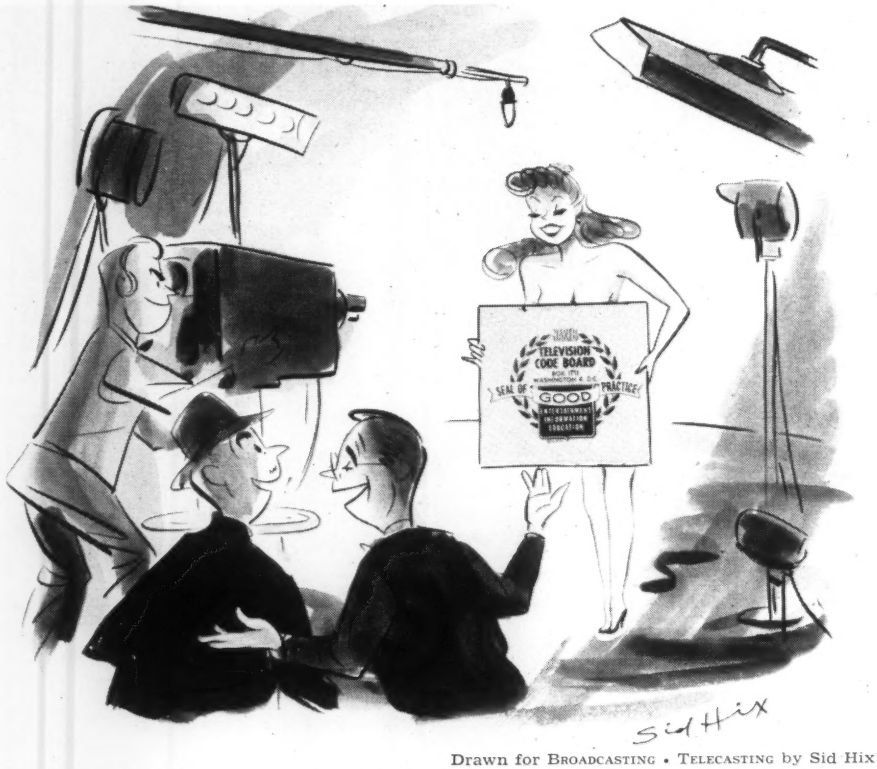
Perhaps the more practical way to achieve the much needed relief would be to avoid a frontal attack on Section 315. A new approach is suggested.

The main hope of broadcasters at this time is to extricate themselves from the dilemma of being prevented from censoring libel without also being immunized against damage suits arising from it. There is a way that this hazard could be appreciably reduced—by amending the U. S. Criminal Code to make it a crime for defamatory material to be knowingly uttered or allowed to be uttered on radio and television.

If that statute were in effect, a broadcaster could appeal to the federal courts to enjoin the commission of a crime, if a candidate submitted a defamatory speech and insisted on broadcasting it. Even if the injunction failed, the mere fact that the broadcaster had endeavored to prevent the utterance would certainly serve to mitigate his liability.

It is our belief, based on more than causal discussions with legislative experts, that such an amendment would have a much greater chance of acceptance than any attempt to modify Section 315.

By retaining the anti-censorship provisions of Section 315, the politicans would be assured that the ideology of their campaign speeches would not be tampered with. With a criminal statute preventing defamation, radio and television operators would be provided with a means of avoiding libel actions.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"That agency man's suggestion to the Code Board sure pepped up viewer interest in the Seal of Good Practice."

Fair Deal FCC

THE BUSIEST man in America, beyond question, is President Eisenhower. He took over just 34 days ago.

In that time he has put together his first team. He has handled a prodigious schedule at a terrific pace.

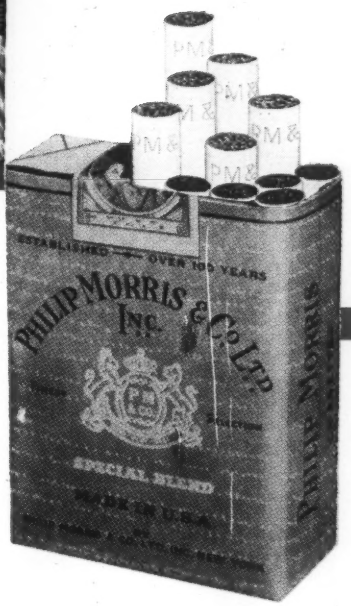
Hence there may be those who will feel that we may be off base in commenting that there's need for prompt Presidential consideration of the regulation of communications.

Indeed, the President himself recognizes the importance of broadcasting to the national welfare. He is the first President to consider direct, regularly scheduled broadcasts and telecasts from the White House on a "report to the nation" basis. At his first news conference last Tuesday he opened his remarks by welcoming radio and the press—in that order.

The President should do something about the FCC. It remains Democrat-controlled, under a Democratic chairman and with department heads whose allegiance is to the New Deal and the Fair Deal. Last week the FCC appeared before the House Interstate & Foreign Commerce Committee—four Democrats, two Republicans and an Independent. This week, hearings begin on appropriations, before a House subcommittee organized by the Republicans.

There are important matters of public policy involved in the FCC's operations—notably as to television. Without the naming of names, it is common knowledge that there are at the White House dossiers on a number of candidates for Commissionerships. The way is open for the appointment of a Republican chairman. There can't be any reorganization until the chairman is named.

We hope the President will see fit to give prompt attention to the FCC. Until that happens, the FCC at best, can only tread water.



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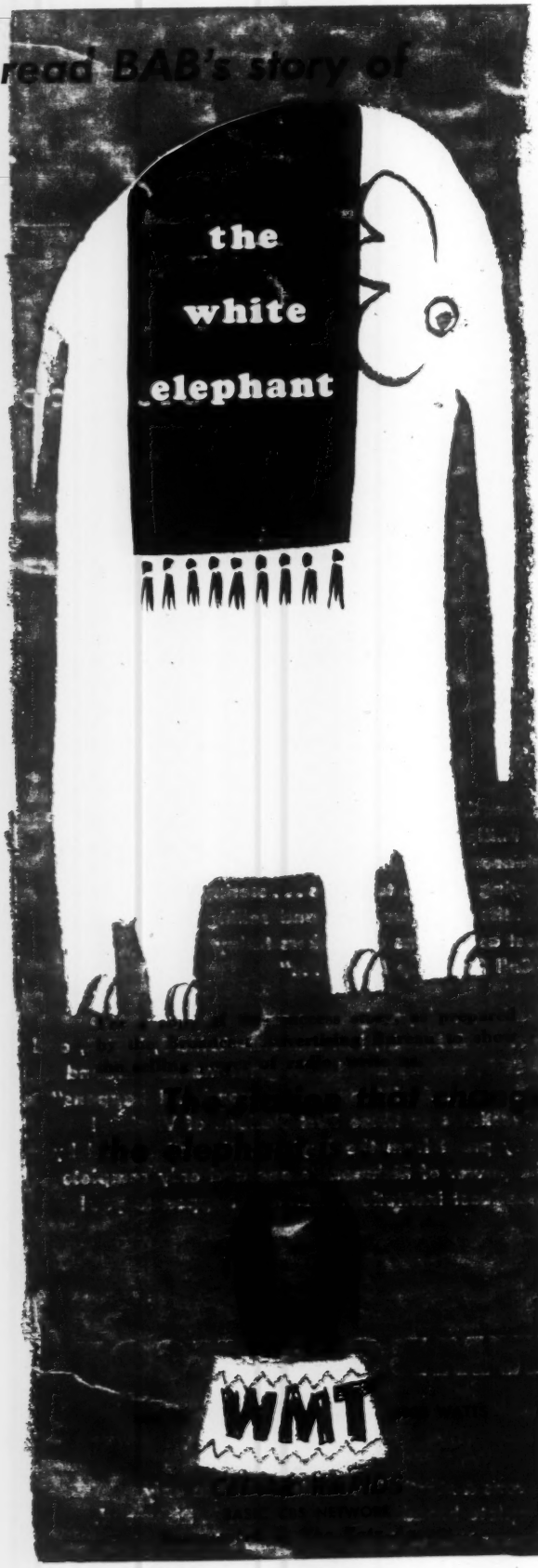

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